35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 2, 1961

Landis, Kennedy's pick to revamp agencies, may chart new frontier for FCC 19

Death of a powerful subcommittee: a look at Oversight's three-and-a-half years 32

New tool for timebuyers—cross-tabulation of housing data with radio-tv 24

Political time sales averaged 40 a week in final days of '60 campaign 28

COMPLETE INDEX PAGE 7

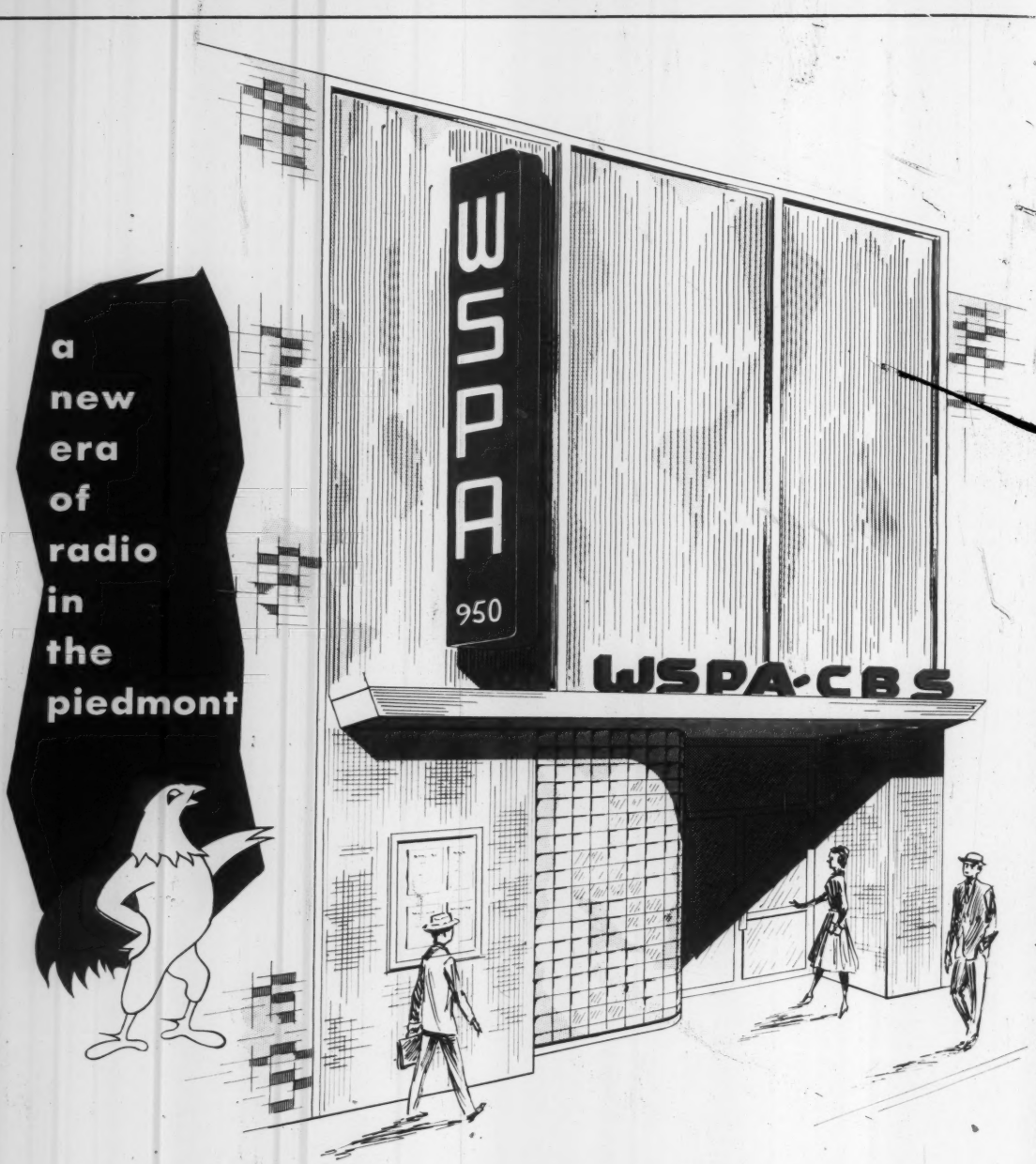
KVOO-TV

TULSA, OKLAHOMA

is now represented by

Edward Petry & Co., Inc.

KVOO-TV CHANNEL 2 NBC



From the fire-ravaged studios of WSPA-Radio has risen an ultra-modern Radio Center, offering a new era of broadcasting in the prosperous Carolina Piedmont.

Today, new CBS programming, plus sparkling old and new personalities, assures WSPA of even greater domination of radio listening in the Piedmont. The latest Pulse survey shows that WSPA leads every half hour, every day in the week.

GOOD PRACTICES

For over three decades our creed has been - "To serve the listener first is to serve the advertiser best." From its new and modern facilities WSPA pledges anew the Best in radio listening.

Contact: George P. Hollingbery Co.

AM-FM-TV
SPARTANBURG, S. C.

WSPA radio

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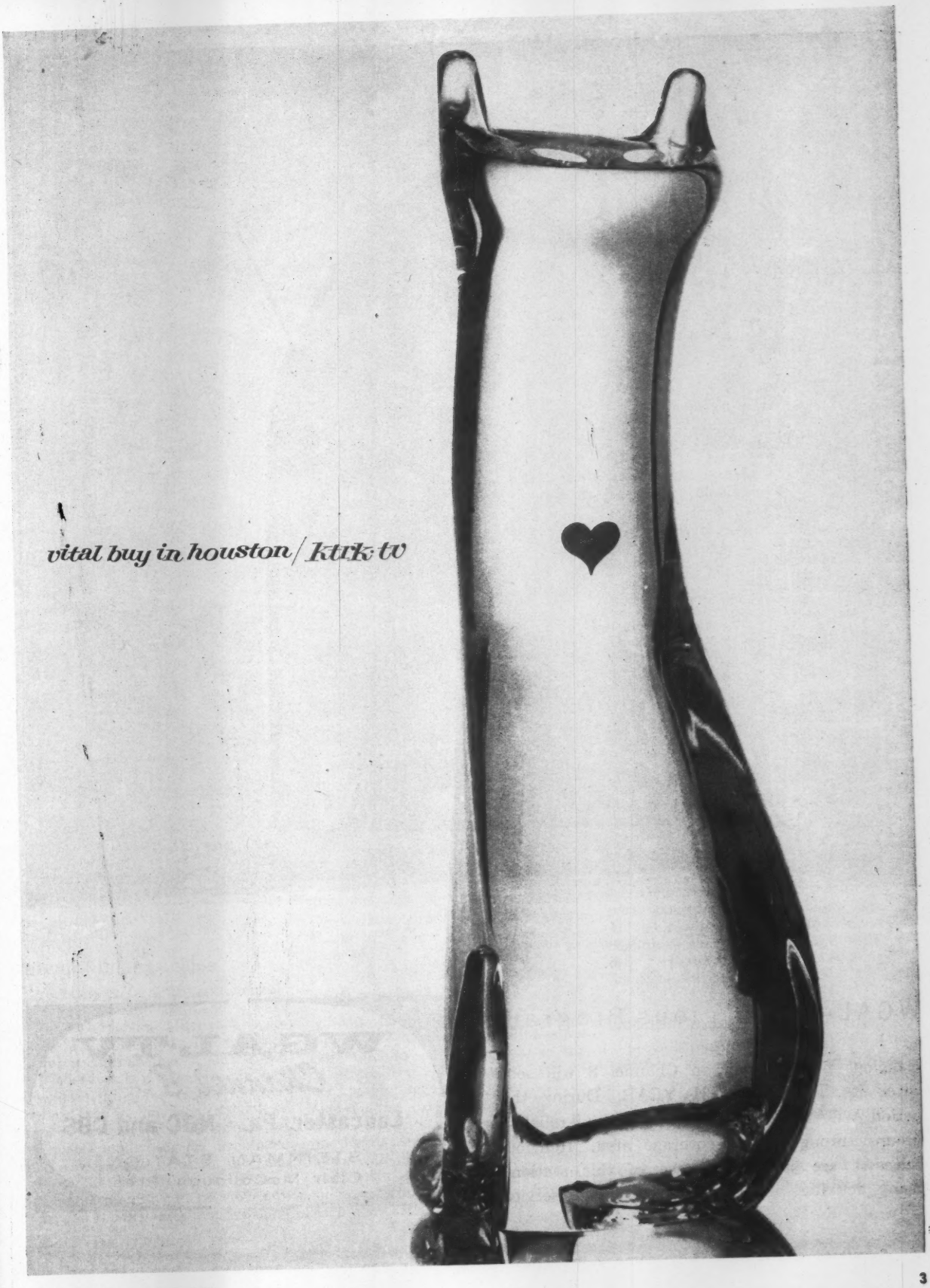
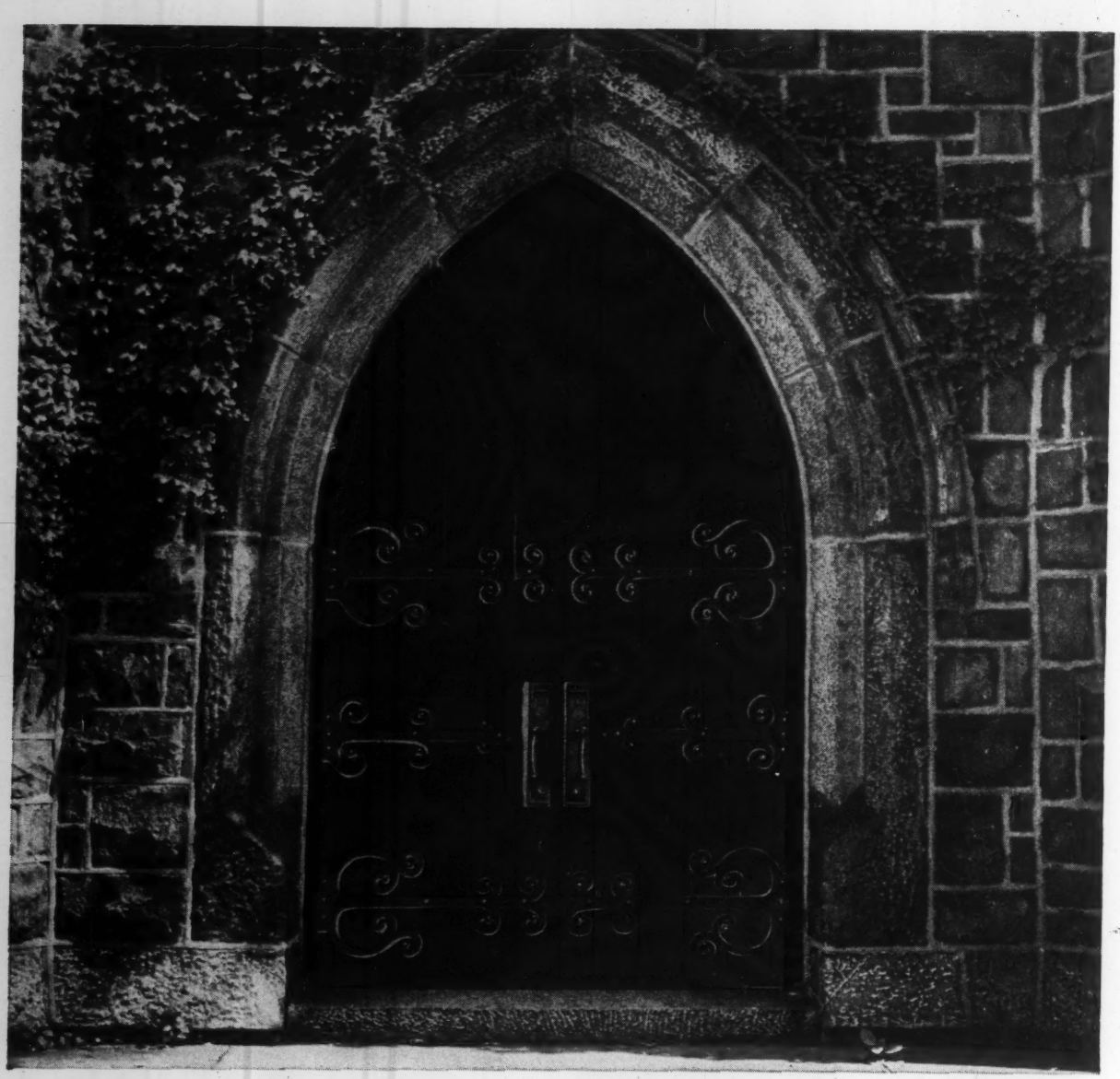
98.9 m.c.


vital buy in houston / ktrk-tv



WGAL-TV Religious Programs

Religious programming on Channel 8 will soon enter its THIRTEENTH YEAR. During this period, WGAL-TV has cooperated with *all* religious groups throughout its coverage area. Religious telecasts are just one phase of this station's many activities in the course of public service.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Congress may balk

Portents of determined stand against arrogation of control over independent agencies by executive branch, as proposed in explosive Landis report (see page 19) were seen last week. Number of senators, gathering in Washington in advance of this week's congressional opening, indicated all-out fight against Landis proposals. Similar reaction was expected in House, premised, as in past, on ground that agencies are arms of Congress rather than of executive branch.

Landis Report was distilled from "hundreds" of sources (agency members, practitioners and interested public), and was hand-written, every word, by Mr. Landis himself. Former Harvard Law School dean had personal staff of five aiding him in collecting and synthesizing information. No one person was responsible for FCC section, according to sources which should know.

NBC in San Francisco

NBC solved, at least temporarily, its yearend affiliation dilemma in San Francisco by making two moves. Problem was what to do about affiliation with KRON-TV there, whose contract runs through June and would be renewed automatically for two years unless NBC gave six-month notice of non-renewal by end of 1960. But NBC has bought KTVU (TV) San Francisco and, though transfer appears indefinitely snarled (by suit brought by KRON-TV, among other things), network obviously hopes it can take ownership (and switch affiliation) before two years are out. NBC handled this one by (1) serving cancellation notice as matter of form, and (2) setting up January date with KRON-TV people to discuss possibility of extending KRON-TV affiliation beyond June.

Network talent scales

Producers of tv filmed commercials and many medium-sized and smaller stations who claimed network negotiators "sold them down the river" by accepting contract that called for 30-50% hike in talent union fees in spot tv while settling for "more modest" network fees are not likely to be any happier when network fee provisions are made public. Scales negotiated with American Federation of Television & Radio Artists in network commercial area and in network programs call for increases that are modest, indeed, averaging less than 4% for on-camera time.

Aside from improved schedule, for example, in network programs sole increase for principal performers was in 15-minute programs, raised from $93 to $95 (less than 2%). Other program rates for principal performers remain same as in old contract, with no increases granted. In network commercial area, fee increases ranged from 2 to 7% for average of about 4%. It was reported that AFTRA agreed to this pattern to encourage more live network tv programming.

Co-existence with catv

Novel plan that could go long way toward effecting *entente cordiale* between small market tv stations and their community antenna competitors has been evolved by Bruce Merrill, president of Antennavision Inc., Southwest catv owner and manufacturer who has contracted to acquire KIVA-TV Yuma-El Centro from Floyd Odlum and Harry C. Butcher for $550,000. Plan would provide "triple exposure" for local outlet in market and, Mr. Merrill feels, could be duplicated in other small markets.

Here's how plan would work: Catv switching panel will be placed in KIVA master control and handled by KIVA engineers. When KIVA network program is picked up on cable, it will be transmitted on channel 11 on sets hooked to catv—same channel on which KIVA is broadcasting at same time. Same network program microwaved from Phoenix for Yuma-El Centro catv, will be transmitted on another cable-channel. With KIVA's on-air signal there thus would be three exposures, giving local station complete coverage and benefitting rating. Local station's spot adjacencies would be carried on cable, thus eliminating dead air.

High grade P. I.

Some broadcasters are protesting pitch made by Presidential Inaugural Committee to stations to promote sale of official souvenir programs ($1.25 per copy for regular program, with de luxe edition carrying name of purchaser in gold at $4.25 postpaid). As one broadcaster put it: "The industry looks with disfavor upon per inquiry and other illegitimate advertising" since stations would receive 25¢ for each copy sold.

Clear channel impasse

Another effort by FCC to decide clear channel case failed two weeks ago. FCC again found itself deadlocked 3-3 (CLOSED CIRCUIT, Nov. 28, 1960) with Commissioner King wanting more time to think. So 15-year-old issue on duplicating 12 of 24 clears or of selective breakdown of all 24 goes over into 1961.

Early politicking

Home state (Arkansas) of House Commerce Committee Chairman Oren Harris is losing two of its congressional seats, and jockeying among incumbents for favorable redistricting already is fast and furious. State legislature will do redistricting, and Rep. Harris already has personally contacted most members. His 4th District takes in 17 counties in southwest corner of state and outlook is he will be pitted against Rep. W. F. Norrell (6th District) in 1962 elections. Rep. Norrell, 64 years old compared to Rep. Harris' 57, has been in House since 1939. His hometown, Monticello in Drew County, borders Rep. Harris' district.

Fee bite

Lawyers and engineers are stewing over implications of order by FCC Chief Hearing Examiner James P. Cunningham in drop-out of two applicants with remaining applicant due to receive am grant (1 kw daytime on 1350 kc at Windber, Pa.). Surviving applicant had agreed to pay out-of-pocket expenses of drop-outs, $3,175 for one and $1,000 for other, principally legal and engineering fees. Examiner Cunningham refused to approve payments on ground new Sec. 311(c) requires justification that expenditures are "legitimate" and "prudent." He asked for affidavits spelling out legal and engineering fees.

Counsel ouster

Move is underway by liberal House members to outlaw post of minority counsel on committee staffs. Emphasis is on removing Republican counsel from investigative subcommittees. Cited is the less than cordial relationship between Robert Lishman, chief counsel of Legislative Oversight Subcommittee, and minority counsel John Stark.

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THAT WCKY SURE

cleans up

CINCINNATI

When the dust settles after you've looked at this one's Pulse and that one's Hooper . . . This one's mail map and the other one's private study of adult behavior in radio listening, one fact emerges. In the bustling Cincinnati market, that big 50,000 watt WCKY is the answer to a buyer's prayer. It's got the coverage . . . reaching all of the new—exploding—Cincinnati area. It's got the circulation . . . you can name the stations in the nation, with bigger reach, on the fingers of one hand. And it's got the price . . . you can figure the pennies-per-thousand cost on just your two hands. The moral is plain. If you want to take competitors to the cleaners in Cincinnati, mop up with WCKY. AM Radio Sales will help you.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

WEEK IN BRIEF

A new concept of federal regulatory commissions was proposed last week by an expert on their operation, Dean James M. Landis, in a report to President-elect Kennedy. FCC and other agencies draw criticism. There's strong likelihood he'll be new agency czar. See . . .

NEW FRONTIER FOR FCC ... 19

Bye, bye Oversight Subcommittee! The House investigating group winds up 3½-year career that bared the innards of the FCC to public gaze. Quiz scandals, payola and **ex parte** contacts with the commission topped probings of the group. See . . .

OVERSIGHT'S FINAL SCALP ... 32

Something new is in the works for timebuyers—a cross-tabulation of all types of housing data with radio-tv circulation figures derived from the 1960 U. S. Census. This will give detailed data on markets and counties. See . . .

TIMEBUYER'S DREAM REALIZED ... 24

Tv stations averaged 40 political time sales a week during the windup drive of the 1959 campaign, according to a survey made by Broadcast Advertisers Reports covering 61 stations in 21 television markets. See . . .

TV POLITICAL TIME SALES ... 28

Don't put all the blame on programming for radio's dwindling share of national advertising, says Carl L. Schuele, head of Broadcast Time Sales. His other target: salesmen, who aren't making enough calls and are being outsold. See . . .

RADIO SALESMEN DROP BALL ... 26

There's nothing stirs a Southerner more than hints that he's a composite of Tobacco Road, cornpone and ignorance. The new "Monitor South" organization will boycott sponsors of programs distasteful to southerners. See . . .

SOUTHERN LABOR OF LOVE ... 46

At a crucial time in broadcasting history a new president of NAB, Gov. LeRoy Collins, takes over as successor to the late Harold E. Fellows. He brings extensive legislative and political experience to the office along with strong personal qualities. See . . .

COLLINS TAKES OVER AT NAB ... 48

A significant step forward in broadcast journalism and freedom of communications was taken last week when President-elect Kennedy decided to permit live radio-tv pickups of his news conferences. President Eisenhower had opened his conferences to recorded broadcasting. See . . .

LIVE PRESIDENTIAL PICKUPS ... 40

It's been a good year for broadcasting, according to an analysis by the NAB Policy Committee. Things picked up after a slow start. Better self-regulation and prestige earned in the political campaign cited in the annual review. See . . .

BANNER BROADCAST YEAR ... 47

The U. S. television system is pitiful, according to FCC Commissioner Robert E. Lee. In a Harrisburg, Pa., talk he said it'll always be that way until an all-uhf plan replaces the present mixture of uhf and vhf. See . . .

LEE ASSAILS TV SYSTEM ... 36

At last there's money in color tv, according to the medium's most ardent backer, Gen. David Sarnoff. RCA's head reports the company made a $1 million profit in 1960 from its color, finally reversing the losing trend.

COLOR TV'S ROSY HUE ... 50

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	19
BROADCAST ADVERTISING	24	THE MEDIA	47
BUSINESS BRIEFLY	30	MONDAY MEMO	16
CLOSED CIRCUIT	5	OPEN MIKE	14
COLORCASTING	45	OUR RESPECTS	65
CHANGING HANDS	49	PROGRAMMING	40
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIAL PAGE	66		
EQUIPMENT & ENGINEERING	50		
FATES & FORTUNES	52		
FOR THE RECORD	56		
GOVERNMENT	32		
INTERNATIONAL	51		

BROADCASTING

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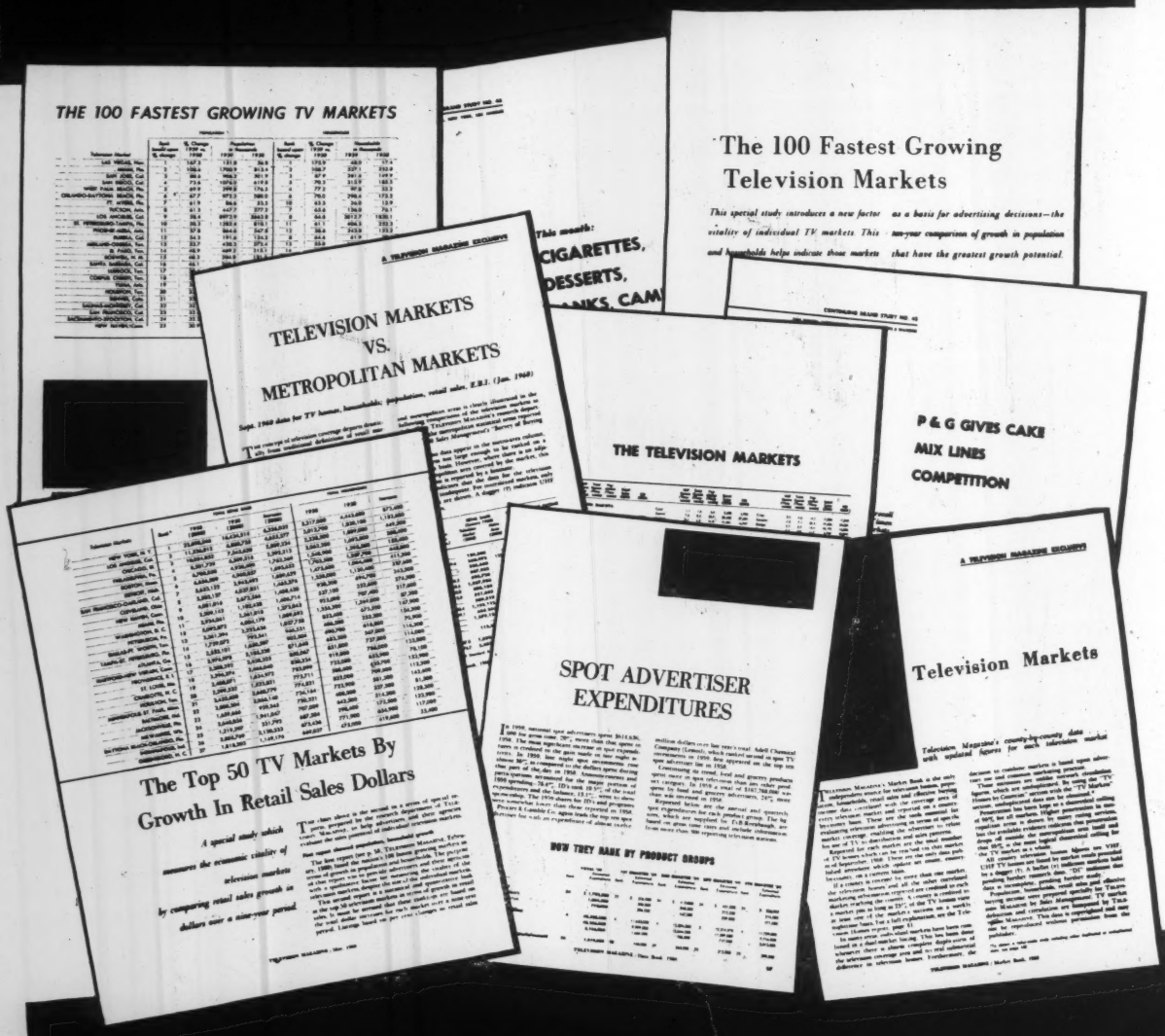
The man responsible for these research studies has moved to WEED


THE 100 FASTEST GROWING TV MARKETS
The 100 Fastest Growing Television Markets
TELEVISION MARKETS VS. METROPOLITAN MARKETS
THE TELEVISION MARKETS
P & G GIVES CAKE MIX LINES COMPETITION
SPOT ADVERTISER EXPENDITURES
The Top 50 TV Markets By Growth In Retail Sales Dollars
Television Markets

Marvin D. Melnikoff is now the Director of Marketing and Research for Weed. The highly professional caliber of the men and women who work at Weed—as typified in the most recent addition to our executive staff—is the reason why **WEED MOVES AHEAD**

NEW YORK, CHICAGO, DETROIT, ST. LOUIS, BOSTON, ATLANTA, NEW ORLEANS, HOUSTON, DALLAS, DENVER, LOS ANGELES, SAN FRANCISCO, SEATTLE, PORTLAND

Bolling rep firm buys Headley-Reed

In what was described as first transaction of its magnitude in station representation field, Bolling Co. announced late last week it had bought Headley-Reed Co. for price exceeding $500,000. Sale is effective Feb. 1, which also is 14th anniversary of founding of Bolling Co. by president George W. Bolling.

Officials said transaction would double Bolling's current billing and move company into sixth place among nation's station representatives. Exact composition and length of combined station client list were still being worked out, but authorities estimated it would total at least 45 to 50 stations. Bolling currently has 12 tv and 20-25 radio clients and Headley-Reed recently put its total at 28 tv and 32 radio.

Announcement said Robert A. Schmid, executive vice president of Headley-Reed, would join Bolling in same capacity; John Wrath, Headley-Reed president, would be Bolling midwest vp, headquartered in Chicago; John Hardingham, Headley-Reed senior vp, would become Bolling vp, remaining in New York, and that other personnel would be announced shortly. No changes are contemplated in present personnel in Bolling's 13 national offices, authorities reported. Frank Miller Sr., Headley-Reed chairman, and Frank Miller Jr., director, remain with Kelly Smith Co., prominent newspaper representation firm, which they own. Headley-Reed started as radio division of Kelly Smith in 1936, has been subsidiary since its incorporation in 1939. Millers will retain their broadcast station interests: Mr. Miller Jr. owns WRVM Rochester, N.Y., and through another company he and father own WSAR Fall River, Mass.

Mr. Miller Sr., said "The broadcast and newspaper industries are becoming more and more competitive. It will be no longer possible for a newspaper representative to have an interest in a radio and television representative organization and continue to put forth full efforts in newspapers behalf. He must equivocate the mandata placed upon him by the newspaper and that we cannot do."

Sales contract was signed by Mr. Bolling and Messrs. Miller at 2 a.m Wednesday (Dec. 28) and made public late Thursday. Mr. Bolling said transaction will "facilitate the overall performance of new and better services."

He continued: "We, as well as other reps and all businesses, are continually faced with a profit squeeze. In this acquisition we believe we have found the best possible answer to offset this squeeze. No business can stay small and intimate and progress."

Mr. Bolling, in broadcasting since 1925 and with John Blair rep firm for 12 years before opening his own company, said purchase of Headley-Reed would serve two major functions: increase sales by expanding sales force in terms of both manpower and experience, and enhance extra services already provided by Bolling.

Sponsored conferences?

Will John Kennedy's news conferences be sponsored?

Major networks showed interest in idea at yearend following indication by his news secretary, Pierre Salinger, that he would bring matter before President-elect.

Mr. Salinger had been asked at Dec. 27 meeting with network officials if conferences could be sponsored (early story page 40). Secretary said he hadn't thought about idea but would discuss it later.

No sale

This cryptic "To Whom It May Concern" memo was received by BROADCASTING Friday from Clinton D. Churchill, vice president-general manager WKBW Inc.: "An offer of $13 million for WKBW-AM-TV [Buffalo, N. Y.] was received by Dr. Clinton H. Churchill from the Taft Broadcasting Co. of Cincinnati. The offer was not accepted." (BROADCASTING reported in its Dec. 26, 1960, issue that negotiations for acquisition of stations for in neighborhood of $12.5 million were nearing completion.)

Rumrill expands to N. Y.

Rumrill Co., Rochester (N.Y.) agency with gross billings over $12 million, has opened New York City offices. After Feb. 1 offices will be located in General Dynamics Bldg. Temporary quarters are at 10 Rockefeller Plaza. Bruce W. Jones, vice president and chairman of plans board, will be manager of New York office.

FCC successes cited by Ford as 1960 ends

"Outstanding achievements" marked 1960 accomplishments of FCC, "one of the most eventful and significant" periods in agency's 26 years, Chairman Frederick W. Ford said in year-end statement released yesterday (Sunday).

Many serious problems faced commission and were attacked with "unusual vigor," chairman said, resulting in many being solved and others advanced to point of decision. FCC action in clear channels proceeding is "imminent" and decision also will be made "shortly" on pay tv test, he said.

Chairman Ford cited amendments to Communications Act as result of "cooperative relationship" with Congress. Also, he said, further legislation has been drafted for submission to new Congress designed to solve problems of local tv stations, boosters and catv systems.

Other Activities ▪ Other commission problems and actions discussed by chairman included network and station programming, *ex parte* cases, allocations, trafficking in licenses, political broadcasts, educational tv, fm, am, national defense and space communications.

Action in courts was "heavy and important," he said, with FCC winning 15 of 21 cases in which it was directly involved.

Commission closed its 1960 books with nearly 3 million radio authorizations outstanding, increase of 400,000 over year ago, Chairman Ford stated. Authorizations in all categories of commercial broadcasting except tv increased. Latter loss was due to FCC crackdown on unbuilt uhf permits.

"I would not like to have the year end without paying tribute to my colleagues for their unstinted and dedicated efforts," chairman said. "Without the complete cooperation of each member of the commission and the unusual devotion to duty of our staff . . . the outstanding achievements of the past year would not have been possible."

FCC, Empire State sign

Antenna for FCC's uhf experiment in New York definitely will be placed atop Empire State Building. Commission announced Dec. 29 that contract had been signed with building corporation. FCC also has rented office space

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Titterton

Mr. Kemp

Lewis Titterton, vp and director of radio-tv programming at Compton Adv., N. Y., and **Frank Kemp,** vp and media director, elected to board of directors and named senior vps along with four others. Mr. Titterton has served Compton for 15 years and earlier had been manager of literary rights and supervisor of continuity at NBC for almost 10 years. Mr. Kemp joined agency in 1939 and rose through various media posts to vp and director of department in 1956. Others elected to Compton's board and named senior vps: **Edward Battey,** director of research; **Theodore Gleysteen,** management supervisor on Procter & Gamble soap products; **John A. Hise,** assistant to president of Compton and **John Owen,** management supervisor on Calvert Distilling Co., Four Roses Distilling Co., Browne Vintners Co. and General Wine and Spirits Co.

Jacques Biraben, general sales manager of WOR New York, elected vp of station, joining two other company executives named to vp status—**Martin S. Fliesler,** advertising director, WOR-AM-TV, and **George R. Jeneson,** western sales manager of WOR-AM-TV, with headquarters in Chicago. Mr. Biraben has been with WOR since 1956 and earlier had been in sales capacities with WINS New York and NBC Radio. Mr. Fliesler joined WOR-AM-TV last year after service with *McCall's,* BBDO and Ziff-Davis Publishing Co. Mr. Jeneson has served stations for nine years and earlier had been with Crosley Broadcasting Corp.

Mr. Rogier

Frank Rogier, New York sales manager for Thermo Fax Sales Inc., resigns to join Mutual as general sales manager, filling vacancy that developed last August when Eugene H. Alnwick left Mutual and broadcast field. Mr. Rogier has been with Thermo Fax, which like Mutual, is subsidiary of Minnesota Mining & Mfg. Co., for five years.

For other personnel changes of the week see FATES & FORTUNES

on 80th floor in conjunction with test. Terms call for payment of $93,600 annually for antenna and floor space. Contract negotiations are underway for construction of station to evaluate uhf.

John V. L. Hogan dies

John V. L. Hogan, 71, radio expert credited with many advances in am, fm and facsimile, died at his home in New York Thursday (Dec. 29, 1960) after long illness. Mr. Hogan, early associate of Dr. Lee De Forest, inventor of vacuum tube, was credited with invention of single-dial radio tuning.

With Elliot Sanger he established WQXR New York (he had started it in 1928 as experimental W2XR, carrying audio to match a visual program as part of early experiments in tv). He continued as president of station for several years after its purchase by *New York Times,* present owner, in 1944. During World War II he worked on radar, guided missiles and proximity fuse.

White House ok expected on private satellite relays

Privately owned and operated international communication systems via space satellites has been approved as basic policy of U. S. Announcement of decision was expected from White House Friday afternoon.

Eisenhower cabinet discussed matter recently and affirmed statement along these lines made last October by Dr. Keith Glennan (BROADCASTING, Oct. 17). This was that government would supply at cost launching and other facilities for space communication satellites but that relay satellites and operation of system should be in hands of private enterpreneurs. Dr. Glennan resigned as space chief last week, effective Jan. 20.

Pending before FCC is application by AT&T for assignment of frequencies to be used for space communication relaying between U.S. and Europe (BROADCASTING, Oct. 24, 1960).

Final blows swapped in Hartford pay tv case

Future of pay tv trial in Hartford, Conn., is now up to FCC, following filings Friday by three parties to proceeding.

Filings were replies to previously submitted proposed findings following completion of week-long hearings last October (BROADCASTING, Dec. 5, Oct. 31, 1960).

Theatre-oriented Connecticut Committee Against Pay Tv claimed demonstration would be meaningless since there's no provision for proper distribution of decoders. It again claimed Teco and Zenith were one entity, that RKO General failed to indicate where programs are coming from and whether they would be available. Connecticut group maintained RKO General was asking for "blank check."

RKO General ripped into Connecticut Committee's findings.

Opposing conditions asked by theatre owners, RKO General said purpose of test is to obtain data; that only way to gain information is to offer service generally to public, unhemmed by "scientific discriminations."

Answering charge that it stands to recoup costs of decoders through maintenance charge, RKO General noted "time-honored distinction" between leasing and sale. Subscriber is fully protected since he can cancel any time, RKO General said.

Relationship between Teco and Zenith cannot be considered combine; it's same as RCA and NBC, applicant stated.

Paramount antitrust case does not apply, RKO General asserted, since RKO is not distributor of motion picture film.

FCC's Broadcast Bureau filed short reply repeating that RKO General should be permitted to carry out pay tv trial.

Better tv research urged

Sophistication in tv research is urgently needed, according to Dr. Richard H. Baxter, vp and research director of Cunningham & Walsh, N.Y. Innovations are needed to meet criticisms of medium and to help improve programming and advertising, he told Speech Assn. of America in St. Louis last week.

Dr. Baxter asked for new psychological information (is viewer passive or active, innovator or follower, what are other attitude and behavior variables?) in "audience profile" research. This should be coordinated with standard audience profile information on before-and-after reactions and descriptive data on age, education, income, ownership, etc., he said.

SURVEY SURVEY SURVEY

No matter how you look at it, WBTV dominates competition for the 36th consecutive rating report.

Slice it, stretch it, squeeze it . . . turn it, throw it, twist it . . . WBTV is THE station in the Charlotte television market. Latest* survey gives WBTV overwhelming dominance in every time period, with 62.7% overall share, 23 out of the top 25 shows, a whopping 79% of quarter-hour wins!

Get the whole picture . . . call CBS Television Spot Sales.

*ARB, Nov., 1960 Total Area

WBTV

JEFFERSON STANDARD BROADCASTING COMPANY / CHANNEL 3 ◉ CHARLOTTE

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JANUARY

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 9—**Eastern Reigonal Management Seminar,** sponsored by National Community Television Assn. Speakers: Frederick W. Ford, FCC chairman; Herbert Jacobs, Tv Stations Inc.; Hamilton Shea, WSVA-AM-TV Harrisonburg, Va.; E. Stratford Smith, NCTA counsel. William Dalton, new NCTA president, will preside. Hotel Shoreham, Washington, D. C.

Jan. 10—Joint reception and luncheon meeting of **Headliners' Club** and **Chicago Council of Foreign Relations.** Terrace Gardens, Morrison Hotel, Chicago. Guest speakers include CBS commentators Edward R. Murrow, Howard K. Smith and Alexander Kendrick.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U of Georgia, Athens.

Jan. 10—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Johnny Carson will discuss what show business people think of the broadcast media. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 11—**NAB Am Radio Committee** meets. Statler-Hilton Hotel, Washington.

Jan. 12-13—**NAB Radio Code Board** meeting at NAB headquarters, Washington. Board will review progress of code enforcement since last summer's shift from honor system to enforcement provisions with paid subscriptions.

Jan. 13—Annual banquet of **Federal Communications Bar Assn.** Featured speaker will be Gov. LeRoy Collins, NAB president-designate. Statler-Hilton Hotel, Washington.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 13—**Chicago Executives Club** luncheon. Sherman Hotel, Chicago. Guest speakers: NBC commentators Chet Huntley and David Brinkley.

Jan. 16—**Academy of Television Arts & Sciences,** Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

Jan. 16.—Comments due of **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—**Ninth annual Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23—**Hollywood Ad Club** luncheon meeting Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

*Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

*Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

FEBRUARY

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 11—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D. C.

CBS Foundation Inc. News Fellowships for 1961-1962

CBS Foundation Inc. established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1961-1962.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The fifth series of fellowships, for the academic year 1961-1962, will start in September 1961.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be postmarked not later than February 28, 1961. The Selecting Committee will announce its selections early in April.

Requirements for Applicants

1. Qualification in one of the following categories:
   - A. News and public affairs staff employes of (1) CBS News, (2) the seven CBS Owned radio stations, (3) the five CBS Owned television stations, (4) the 197 U.S. stations affiliated with CBS Radio, but not owned by it, and (5) the 200 U.S. stations affiliated with the CBS Television Network, but not owned by it.
   - B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
   - C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

   An applicant must be fully employed in one of Categories A, B and C, and must have *sufficient full-time experience* in the field to indicate ability and promise of greater development.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1961-1962)

On Behalf of the Public:

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U.S. Department of State and adviser to U.S. delegations to the U.N.*

BYRON PRICE, *former Executive Editor, Associated Press; Assistant Secretary-General, United Nations; U.S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JOHN A. KROUT, *Vice President.*

DR. LAWTON P. G. PECKHAM, *Dean of Graduate Faculties.*

On Behalf of CBS Foundation Inc.:

SIG MICKELSON, *Vice President of CBS and President of CBS News, and a member of the Board of CBS Foundation Inc.*

FRED W. FRIENDLY *of CBS News, Executive Producer of CBS Reports.*

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow. In addition, the University will be enabled to pay to each Fellow a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia for each Fellow, to average approximately $8,000 for each Fellow for the academic year.

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KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack **more sales power** into every commercial.

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KBIG

JOHN POOLE BROADCASTING CO., INC.
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10

WSLS - TV ROANOKE, VIRGINIA

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OPEN MIKE ®

North Adv.'s billing

EDITOR: In the Nov. 21 issue (page 54) you state that North Adv.'s billing is down $1 million from last year. Actually, the figure we furnished this year ($8.25 million in tv-radio as 55% of total billing) is equivalent to the figure we furnished last year ($9.45 million as 63% of total billing). Both figures work out to $15 million. Actually, when we close the books on our fiscal year, we expect to have made some considerable progress over last year. . . . —*George H. Gruenwald, Vice President, North Adv., Chicago.*

Baseball broadcasts

EDITOR: In the interests of accuracy for "Record billing high seen from baseball" (Dec. 19 issue, page 48) . . . the Theo Hamm Brewing Co. was baseball's largest advertiser in 1960 (not "newest"—Hamm's has sponsored half of all Chicago Cubs and Sox telecasts for years) and has boosted its tab with a three-year contract to broadcast and telecast the new Minnesota (not "Minneapolis") Twins' games on a seven state regional network.—*William S. Fuhrman, Radio Research Director, WCCO Minneapolis.*

Swiss tv festival

EDITOR: I compliment you on an excellently written and most thorough account of the International Television Festival scheduled [May 15-17] for Montreaux, Switzerland (Dec. 12 issue, page 79).

May I point out one small error in your lead statement that cites the figure 30 million as the European television audience. The actual figure is estimated roughly to be 300 million.

Because the festival anticipates telecasting a program beamed at Europe through Eurovision, the festival authorities have consistently regarded the entire European television audience as potential recipients of the program . . .—*Albert Mark, Mark Assoc. International, New York.*

Hard sell for Bible

EDITOR: Just a note of appreciation for the article you ran regarding our "Bible spots" (page 66, Nov. 7 issue, "The Bible gets hard sell in Los Angeles").

You will be interested to know that as a result of the article we have received over 100 requests for copies from 36 states and Canada. We, of course, are delighted that so many broadcasters have expressed interest in carrying the series . . .—*Frederick D. Custer, General Manager, KPOL Los Angeles.*

NOW SELLING 3

GREAT STATIONS

IN THE GREATER ILLINOIS MARKET

Midwest Television, Inc. is proud to Announce that Effective January 1, 1961

WCIA-TV — CHAMPAIGN

WMBD-TV — PEORIA

WMBD-AM-FM PEORIA

Will All be Represented Nationally By

PETERS, GRIFFIN, WOODWARD, INC.

MONDAY MEMO

from SOL POLK, president, Polk Bros., Chicago

Our 'color blindness' is a collective malady

In our world of today it is commonplace for many American families to enjoy a minimum of three radios, two cars and two telephones. Over 46 million American families have a tv set and 11% of these have more than two sets. However, based on existing trends and reliable forecasts, of the six million television sets that will be purchased by consumers in 1961, less than one in twenty will be a *color television* set.

It is my personal belief that this state of affairs, which has existed with very little change for the past five years, is largely chargeable to everybody in the distribution system. I am speaking here of the cross-patterns of relationship between advertising media, entertainment-information media, manufacturing, distribution and retailing management. Each and every one of us must confess to allowing the condition of "color-blindness" to rob us of an exciting channel of growth, achievement and substantial profit, plus hours of pleasure.

Lest you accuse me forthrightly of over-simplification, let me simplify even further: Among you readers of BROADCASTING magazine, numbering in your midst thousands of top-level executives and participants in the broadcasting-telecasting media, how many of you have a color television set in your home? Of you who do, how many make it a kind of industry project to acquaint your friends and neighbors with the magnificent beauty of color television broadcasts?

How many of you advertising agency executives have a color television set in your home, and if you do, share it frequently with friends and neighbors?

Stand, Be Counted ▪ You concerned with broadcasting: Would not you, personally, as well as the other people in your particular station or network, benefit from enlarging your programming schedule to include a full range of color telecasting?

In addition to the obvious fact of increased revenue, I submit that the very fact of a full-time color program would result in improved techniques, reduced costs of operation and startling new developments and applications of color television that haven't yet been made possible through repeated experience from many different individuals, stations and networks.

Again, you agency people: Would not you, and your entire agency, find a whole new challenge to your creative talents if your clients were to adopt a schedule of color tv advertising to introduce and sell their wares?

These questions are purely rhetorical because the answers are obvious. I am convinced that if every person who stands to benefit however remotely from the mass circulation of color tv would make it a point of personal contribution to bring a color tv set into his home and then expose it to the enjoyment of as many other persons as possible, a great gap in the public awareness of this great new medium would be closed in less than three months' time. And by every person I mean literally that—every person in management, in talent, in supervision, in the technical end and in any other way related to the industry.

Hula Hoops ▪ Discussing the dilemma of color tv as it presently stands, one of my friends who has a broad background in marketing made the comment that if hula hoops had been available at only one source in a given area, the mass-merchandising phenomenon that put millions of hula hoops into the American scene in six-weeks time could never have occurred.

He enlarged this comment to the fact that color tv has never been exposed to full-scale demonstration at the retail level. Most dealers don't *try* to sell their customers a color tv even if they ask for it—because they don't have a demonstration model on the retail floor and it's easier to sell what you've got. Whenever I walk through the television department of one of our stores, I am continually impressed by the fascinated attention that customers pay to the color programs whenever they're scheduled. We try continually to transfer this curiosity and pleasure into making a purchase or home trial of color television in their own home.

We have used color tv broadcasting facilities in our commercials whenever possible because the products we feature on those commercials inevitably will be sought after by the viewing audience. We have written personal letters to our friends in all phases of advertising and communications, offering them our industrial discount on the purchase of a color tv set for their home or office.

Whenever a station or network schedules a color program it should be given the widest possible promotion and publicity. Certainly station directors and program managers should invite an audience of local influential persons for a private viewing of the program.

Team Work ▪ Full-scale cooperation by all phases of an industry must be exerted to accomplish the successful merchandising of a product. I am reminded of the dramatic period when television was first introduced to the public. The excitement created by an image of a seven inch screen in a set that sold for several hundred dollars would have remained a whisper if it had not been for the industry-wide programs of exposure, advertising, promotion and publicity that occurred—plus the "mark of distinction" of the tv aerial on your roof top.

I am confident that if it had happened that the process of tv broadcasting was originally developed in full color instead of black-and-white, the whole industry would have grown into a stature of achievement that it has not yet attained. I feel that the broadcasting-advertising industry owed a great tribute to the vision and determination of Brig. Gen. David Sarnoff without whose persistence the entire scope of television would have made slower progress.

I sincerely hope that consideration of this will serve as a measure of stimulation as you ask yourself: How long are we going to stay color blind?

Sol Polk, native of Chicago, is one of America's most aggressive tv-radio-appliance merchandisers. He has been in field 25 years. Sales for his dozen stores run an estimated $50 million annually. Mr. Polk has been bullish about color tv ever since NBC changed WNBQ (TV) Chicago into a color operation in 1956. Polk Bros. runs about 40 color commercials weekly on WNBQ. Polk Bros. color sales increase about 10% yearly. His worst fear: Russia will get color tv on mass basis first.

What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to BOTH SRDS and Sales Management, Fall, 1960.*

As served at Maylie's, tensions fade away.

Roffiguac

OLD NEW ORLEANS FAVORITE...

Here's how to make it:

Fill Old Fashioned glass with ice cubes. Pour in 1 oz. brandy or cognac, ½ oz. rye whisky, grenadine syrup to taste and a squirt of seltzer water. Twist piece of lemon peel over drink, stir and serve on rocks. If you prefer, prepare it with crushed ice in shaker, blend, strain and serve as a cocktail.

WWL-TV... new New Orleans Favorite

The best known railroader in these parts, Brakeman Bill, hosts WWL-TV's big new afternoon kid show Monday through Friday 4:30 - 5:45. He's a model railroad engineer, and his fabulous train layout is the envy of every child's eye. Big entertainment package includes Popeye and Bugs Bunny cartoons, too.

In the New Orleans market Brakeman Bill puts you on the inside sales track with the kids and their moms. Ask Katz for details.

CBS **WWL-TV**

NEW ORLEANS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 2, 1961 Vol. 60 No. 1

A NEW FRONTIER FOR THE FCC?

Landis named to be Kennedy's master regulator

FCC among those ticketed for reorganization

A new wind is sweeping Washington's administrative agencies—and it originates with James M. Landis who, at week's end, was appointed to the Kennedy staff to help reorganize the regulatory agencies.

Mr. Landis will be a special assistant to President-elect Kennedy on a temporary basis. His work will affect the seven "independent" agencies.

The seven: FCC, Federal Power, Interstate Commerce, Securities & Exchange, Federal Trade, Federal Aviation, Civil Aeronautics and National Labor Relations.

Mr. aLndis earlier submitted to President-elect Kennedy an 87-page, pithy and sometime scathing critique of the federal regulatory agencies. Among its recommendations was the establishment of a post in the executive department to "coordinate" the regulatory agencies. Also suggested were similar posts to oversee telecommunications, power and transportation.

Unspoken but between the lines is the implication that there should be a cabinet post for transportation-communications-energy.

A single premise is at the bottom of Mr. Landis' survey. This is efficiency. To this end he recommended better administrators and more time for them to think—in order to set policy and to plan for the future.

This is going to come about, Mr. Landis asserted, through more and more delegation to make final decisions to hearing examiners, panels of commissioners, or board of employes.

Appeals to the agency members should be permitted only at the discretion of the commissioners, he recommended.

FCC At Work ▪ Moves toward much of these recommendations are already underway at the FCC, it was learned last week. For the past several months the FCC staff has been embarked on a study of procedures looking toward the creation of commission panels to hear appeals from the decisions of lower echelon staff.

The work was hastened after the election when it became apparent that a change in administration at the FCC was to be expected.

Included in the study are means to delegate more authority to the staff.

Also under consideration is the use of summary decision procedures. This technique would permit the commission to issue a decision without the necessity of the usual, long drawn-out hearing process where it was obvious one applicant for a broadcast license was far and away the obvious choice.

A key element in this approach, also, is to give the commission discretion to hear appeals from the decisions and recommendations of the staff.

Legislation would be required to carry out some of these ideas.

Action Indicated ▪ That the incoming Kennedy administration means to move on the regulatory front was given substantial credence by a number of Washington observers.

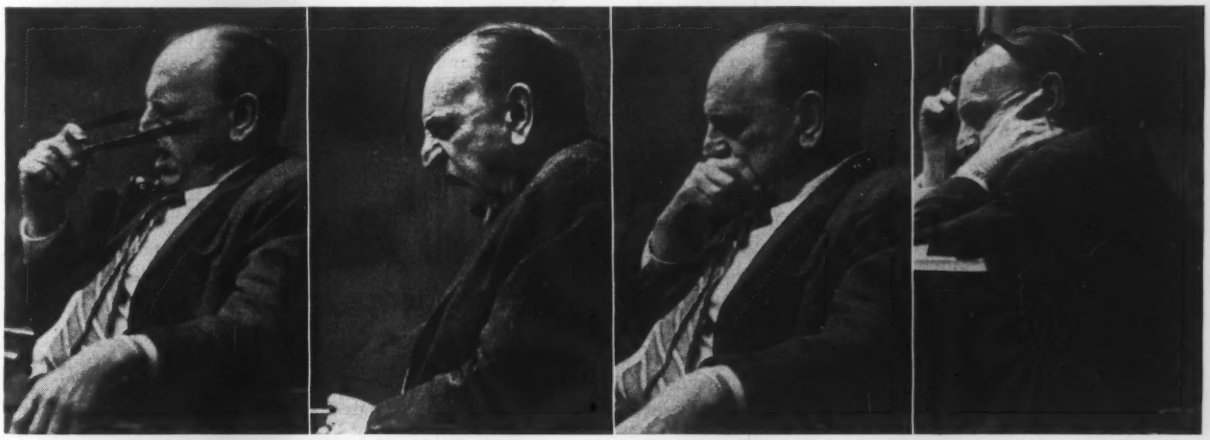
Decrying the usual Washington cynicism of changes in the regulatory arena, knowledgeable sources close to the incoming President pointed out that:

(1) President-elect Kennedy asked Mr. Landis to make this study of the so-called independent agencies two days after his election.

(2) Mr. Kennedy said, after reading the report which was submitted to him in Palm Beach Dec. 26:

"This is a most important and impressive analysis of the regulatory agencies which deserves the attention of Congress as well as the agencies themselves."

The President-elect was said to be most enthusiastic about the Landis re-



James M. Landis, the man who has been tabbed to rule over federal regulatory bodies including the FCC, gave a preview of his reorganization ideas at Dec. 2 Senate subcommittee hearing where these candid shots were taken. His formal report last week proposed closer White House supervision over regulatory agencies.

The FCC: an "extraordinary spectacle"

The biting and critical references to the FCC are scattered throughout the Landis Report, but the section reprinted in full below covers the single comprehensive look at the FCC itself:

"The Federal Communications Commission presents a somewhat extraordinary spectacle. Despite considerable technical excellence on the part of its staff, the Commission has drifted, vacillated and stalled in almost every major area. It seems incapable of policy planning, of disposing within a reasonable period of time the business before it, of fashioning procedures that are effective to deal with its problems. The available evidence indicates that it, more than any other agency, has been susceptible to *ex parte* presentations, and that it has been subservient, far too subservient, to the subcommittees on communications of the Congress and their members. A strong suspicion also exists that far too great an influence is exercised over the Commission by the networks.

"The quality of its top personnel is, of course, primarily responsible for these defects. The members of the Commission do not appear to be overworked in the sense that the Commission's docket is bulging with cases calling for disposition. Nevertheless disposition lags. Only thirty-two cases, all dealing with broadcasting licenses, were decided by the Commission during fiscal 1959, other than cases dismissed or in which the examiner's report became final. Commission action following the examiner's report in nine of these cases took from 6 to 12 months and in 10 cases from one year to two years. In broadcast license cases no criteria for decision have evolved. True, criteria of various different kinds are articulated but they are patently not the grounds motivating decision. No firm decisional policy has evolved from these case-by-case dispositions. [Instead the anonymous opinion writers for the Commission pick from a collection of standards those that will support whatever decision the Commission chooses to make.]

"Observers of the procedures employed by the Commission agree that the issues litigated are unreal and a mass of useless evidence, expensive to prepare, is required to be adduced. The uselessness of much of this evidence derives from several causes. The first is that programming proposed by applicants is of high-sounding moral and ethical content in order to establish that their operation of a radio and television station would be in the 'public interest.' The actual programming bears no reasonable similitude to the programming proposed. The Commission knows this but ignores these differentiations at the time when renewal of licenses of the station is before them. Nevertheless, it continues with its Alice-in-Wonderland procedures. Also because of the varying standards that the Commission employs, a vast amount of unrealistic testimony is adduced to support each of these standards, incumbering the record with useless data.

"On major policy matters, the Commission seems incapable of reaching conclusions. The UHF debacle has been plainly apparent for some 5 to 6 years. Nothing of any substantial consequence has yet been accomplished by the Commission to relieve the situation, although they are now purporting to make available additional VHF channels in one and two V-channel markets.

"The procedures employed by the Commission in adjudicatory matters

A NEW FRONTIER FOR THE FCC? continued

port.

(3) Mr. Kennedy has a high regard for Mr. Landis.

The former Harvard Law School dean served as chairman of two federal agencies during the heyday of the New Deal (Securities & Exchange Commission and Civil Aeronautics Board) and as a member of one (Federal Trade Commission).

Mr. Landis' relation to the President-elect's father, Joseph P. Kennedy, is also a consideration not to be overlooked, it was pointed out. Mr. Landis is the attorney for the senior Mr. Kennedy in several matters. Joseph Kennedy served as first chairman of the SEC under President Roosevelt.

Immediate industry and regulatory reaction was one of skepticism. The most repeated comment was that Congress would balk at handing over such authority to the executive branch of the government.

This attitude was belied in several instances:

Sen. John A. Carroll (D-Colo.), chairman of a Senate Judiciary subcommittee studying the regulatory agencies, called the Landis report a "masterful and thought-provoking analysis of the deficiencies of the administrative procedure."

Sen. Clifford P. Case (R-N. J.), a member of the Senate Commerce Committee, expressed his agreement with Mr. Landis' thesis regarding the establishment of a single transport agency.

Robert W. Lishman, counsel for the House Subcommittee on Legislative Oversight (about to go out of business), declared he hoped the proposed reforms would not bog down in a contest between Congress and the White House. "It's a pretty good report," he said. He expressed his disagreement with the idea that there should be an administrative agency czar at the White House. This is Congress' responsibility, he pointed out, not the executive's.

Comments Few ▪ Comments on the Landis suggestions regarding the FCC were meager.

FCC Chairman Frederick W. Ford declined to comment. An assistant pointed out, however, that the suggestions to give agency chairmen more authority and responsibility could not apply to the FCC since the chairman already has these powers.

Network sources did not wish to comment formally on the report, partly because they had not had a chance to study it in detail and partly, it may be presumed, because they did not wish to go out of their way to stir up trouble for themselves.

Of Mr. Landis' comment that the networks tend to dominate the FCC, one source had this comment:

"If we do [dominate the FCC], then we have some awfully stupid people doing the dominating for us. We've dominated ourselves out of the spot rep business and out of a half-hour of option time, and we've dominated ourselves into nothing that we've asked the commission for in regard to political broadcasting or in regard to increasing the number of stations that a network might own . . ."

Some network comments, necessarily anonymous, indicated the feeling that Mr. Landis' approach to the FCC was based on pre-1941 thinking and was out of date. The chain broadcasting rules went into effect that year.

Other network authorities felt that the report was unfair to the FCC,

as well as in purely exploratory matters seem primarily at fault for these deficiencies. Leadership in the effort to solve problems seems too frequently to be left to commercial interests rather than taken by the Commission itself. No patent solution for this situation exists other than the incubation of vigor and courage in the Commission by giving it strong and competent leadership, and thereby evolving sensible procedures for the disposition of its business."

Although Mr. Landis seemingly has no solution for the FCC his general recommendations which would affect all agencies, including the communications commission, tend toward—

- A communications coordinator in the White House.
- An administrative agency coordinator in the White House.
- Reorganization of the agencies to delete much of the present, individual case decision workload from the backs of the commissioners and to permit staff to take on more responsibility. This would include revisions of present procedures.
- A 10-year term for commissioners, with an entertainment allowance provided, plus better retirement benefits.

especially where the uhf problem was concerned. The uhf problem, they asserted, has proved to be a real problem and cannot be dismissed as lightly as the report makes it seem. They also felt that the broadcasters' track record in matching promises with performance was not as bad as the report made it appear.

There seemed to be a high level of unanimity in both network and nonnetwork circles that the tone of the report precluded the appointment of any of the present members of the commission to the chairmanship.

Circles close to the FCC expressed resentment at Mr. Landis tagging the commission as subservient to Congress.

"If this is so," one pointed out, "it would seem a Republican-administered FCC is being criticized for cooperating with a Democratic congress."

A Capitol Hill source pointed out that Mr. Landis seemingly contradicts himself when he said the FCC has been subservient to Congress and then chastizes the commission for not doing anything about the uhf problem.

"Goodness knows," this observer commented, "we've done everything but pass legislation to get the FCC to move on the uhf problem—but they've taken their own sweet time."

Dubious Honor ▪ The FCC was singled out by Mr. Landis for the dubious honor of having been "more than any other agency susceptible to *ex parte* presentations, and it has been subservient, far too subservient, to the subcommittees on communications of the Congress and their members."

Mr. Landis also stated that there is "a strong suspicion . . . that far too great an influence is exercised over the commission by the networks."

What would Mr. Landis do to the FCC? This is what he suggested:

"There is no pat solution other than the incubation of vigor and courage in the commission, by giving it strong and competent leadership, and thereby evolving sensible procedures for the disposition of its business."

Mr. Landis' basic recommendations, which would affect the FCC as well as the other regulatory Washington agencies include the following:

- Reorganize the FCC and other agencies to make clear that the authority of the chairman extends to all administrative matters within the agency, including "responsibility for the preparation and review of budget estimates, the distribution of appropriated funds according to major programs and purposes, and the appointment of all personnel . . . [except those appointed by the President, division heads whose appointments must be confirmed by all members of the commission and special assistants to the commissioners]."
- Provide for the delegation of all adjudicatory matters, including final determination, to a panel of agency members, hearing examiners or board of employes. Review by the agency members should be on petition and at their discretion, not mandatory.

At the present time, the FCC must make final all hearing and docket decisions. All applicants have virtually unlimited rights to appeal lower echelon recommendations to the full commission.

- Create new offices in the Office of the President. One would be an office for the coordination and development of communications policy. Another would be an office to oversee regulatory agencies. Also would be offices to coordinate transportation and power.

There is today a telecommunications advisor to the President, but Mr. Landis noted, he has so many other duties that telecommunications is sometimes forgotten. In this recommendation, Mr. Landis proposed that all telecommunications powers vested in the Office of Civilian & Defense Mobilization be transferred to this new office.

The reference to the overseer of regulatory agencies contained the recommendation that this appointee make reorganization plans for the regulatory agencies "with prime emphasis" on the FCC, as well as the Federal Power Commission, the Interstate Commerce Commission and the Civil Aeronautics Board.

Mr. Landis has been mentioned for some time as Mr. Kennedy's choice for this particular job.

- In a related suggestion Mr. Landis recommended that an Administrative Conference of the United States—already initiated by President Eisenhower under the leadership of Circuit Judge E. Barrett Prettyman—be formed. He also suggested that a secretariat be established to support such a conference. This secretariat, Mr. Landis observed, might take over the work of the Civil Service Commission relating to the qualifications and grading of hearing examiners.

It also, he added, might function as a recruiting agency for lawyers in the federal government.

- Revise tenure of administrators to 10 years. Five or seven years is too short; a life term is too dangerous, he observed. FCC commissioners now serve for a seven year term. Top administrative personnel, now getting near $20,000 yearly, ought to receive a "moderate" entertainment allowance.

"Like an ambassador," Mr. Landis said, "he needs to maintain a certain prestige with the industry. He should be able to entertain rather than be required to suffer entertainment."

There also should be a more adequate retirement allowance, he said. He suggested that the chairman of an agency receive more salary than their colleagues—the present $500 extra "is neither sufficient to be compensatory nor to make for prestige."

Congressional Act Needed ▪ These changes require that the President obtain from Congress powers similar to those contained in the Reorganization Act of 1949 (which ran out in 1951), Mr. Landis stated. These powers should run for from two to four years, he advocated.

The 1949 Act provided that any government reorganization performed by the President would become effective unless specifically vetoed by a concurrent resolution of both houses of Congress.

The technique was used to put into effect many of the recommendations of the Hoover Commission.

In discussing FCC, Mr. Landis had little good to find. He made one bow, however; this was to the "considerable technical excellence on the part of its staff."

The FCC, he said, has "drifted, vacillated and stalled in almost every major area." It is, he added, "incapable of policy planning, of disposing within a reasonable period of time the business

A NEW FRONTIER FOR THE FCC? continued

before it, of fashioning procedures that are effective . . ."

The lack of hard and fast criteria in broadcast cases impressed Mr. Landis.

The FCC, he said, picks its reasons from a collection of standards which will support whatever decision the commission chooses to make.

Applicants, Mr. Landis stated, list programs of "high-sounding moral and ethical content," in order to meet the public service issue. But, he added, the actual programming "bears no reasonable similitude to the programming proposed."

The commission realizes this, Mr. Landis noted, but ignores these differences at renewal time.

Some of Mr. Landis' sharpest criticisms are directed at what he terms the FCC's inability to reach conclusions on major policy matters:

The uhf "debacle," he pointed out, has been apparent for five or six years, but nothing substantial has been done to relieve the situation.

Commercial Leadership ▪ Leadership, Mr. Landis noted, "seems too frequently to be left to commercial interests rather than taken by the Commission itself."

In another reference to broadcasting Mr. Landis pointed out that there is a possible overlap between the Federal Trade Commission and the FCC on deceptive advertising over the airwaves. He termed this unimportant; the FTC, he said, has the responsibility of dealing with false and deceptive advertising whatever the means of communication, the FCC, he stated, must make the "appropriate" consideration whether an FCC licensee should be penalized for indulging in such practices.

In discussing the delays that are encountered in most of the regulatory agencies, Mr. Landis stated that some are due to the agencies themselves.

Ever since 1955, he pointed out, it has been evident that the uhf tv policy was a failure, but nothing has been done. This delay, he added, has serious consequences on the destiny of television, for additional vhf channels have not been made available "with the result that the existing monopoly of the established networks, particularly in the two tv channel markets, cannot economically be challenged by existing or potential programming entities."

He dismissed the FCC's current proposal to add extra vhf channels to those major markets with less than three vhf outlets as palliative "but hardly a comprehensive answer."

In another reference to the FCC, Mr. Landis used the tv allocation problem as an example of the failure of agencies to formulate broad policies. He termed this one of the "outstanding failures."

One of Mr. Landis' major recommendations has to do with what he called inter-agency policy formulation. This has been "barren," he stated.

Using communications as one example, he stated that present policy-making machinery was established in 1934 before the advent of radar, television, jet aircraft, intercontinental rockets, space communications and radio astronomy.

These elements must be coordinated, Mr. Landis said, "for effective national interest, particularly in the cold war environment of the 1960s which calls upon us to utilize every resource available in the telecommunications field in our struggle not merely for prestige but for survival."

Allocation of Spectrum ▪ Two of the major subjects requiring such coordination, he pointed out, have to do with the allocation of the spectrum between government and non-government use and the redistribution of spectrum space internationally. This, he said, is sure to come to the fore, particularly in the light of the emergence of the new countries of Africa and Asia.

"This necessary coordination is nonexistent today," he said. "The FCC spends substantially all its energies in handling problems relating to public broadcasting. The Telecommunications Division in the State Dept. is several layers deep and has been permitted to decline in expertness, leadership, activity and personnel . . . The apportionment of the radio spectrum is a matter of *ad hoc* negotiation rather than of planned usage. The President's telecommunications advisor has so many other duties it overshadows telecommunications."

A significant element of the Landis Report is the need for better qualified and more imaginative personnel as commissioners and as top staff people at the regulatory agencies. To do this the job must present a challenge; good men are primarily attracted by the challenge of a job, not particularly a salary.

On the ethics of government personnel and industry orientation, Mr. Landis made two recommendations:

The President, he said, should issue a general code of ethics in regard to off-the-record contacts. Each agency thereafter should issue a more particularized list of commandments applicable to its personnel.

In his discussion of *ex parte* representations, Mr. Landis pointed a finger at the Washington legal fraternity.

"One of the worst phases of this situation," he wrote, "is the existence of groups of lawyers, concentrated in Washington itself, who implicitly hold out to clients that they have means of access to various regulatory agencies off the record that are more important than those that can be made on the record."

Mr. Landis' viewpoint on the off-the-record situation is reasonable. He pointed out that to shut off administrators from contact with the regulated industries, except through formal proceedings, is to restrict their means of gathering the very expertise that was the reason for the creation of the agency.

'To shut them off from persons, such as mayors and members of Congress, who are pressing for the public interest as they see it, is to keep them away from a grass roots exploration of what the needs are of any segment of the public area."

On the other hand, Mr. Landis warned, some restraints must be placed on off-the-record approaches.

On industry orientation, Mr. Landis explained that this tendency arises "primarily from the fact that of necessity contacts with the industry are frequent and generally productive of intelligent ideas. Contacts with the public are rare [and consist mostly of complaints] . . . It is the daily, machine-like impacts on both agency and its staff of industry representation that makes for industry orientation on the part of many honest and capable agency members as well as staffs."

One answer to this problem, Mr. Landis suggested, is the creation of a public counsel within each agency. His function, Mr. Landis observed, would be to "irritate" commission members.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 21-27 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Wed., Dec. 21	**Perry Como** (9 p.m.)	NBC-TV	26.1
Thur., Dec. 22	**My Three Sons** (9 p.m.)	ABC-TV	23.0
Fri., Dec. 23	**Twilight Zone** (10 p.m.)	CBS-TV	22.1
Sat., Dec. 24	**Lawrence Welk** (9 p.m.)	ABC-TV	17.9
Sun., Dec. 25	**Candid Camera** (10 p.m.)	CBS-TV	20.2
Mon., Dec. 26	**Pro Football Championship** (11:45 a.m.)	NBC-TV	18.7
Tues., Dec. 27	**Garry Moore** (10 p.m.)	CBS-TV	23.9

Copyright 1960 American Research Bureau

"*It opened up new territories* for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our *Videotape** Television Recorders—all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards....We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips—and pocketbooks—another tool for creative broadcasting....Why we bought Ampex? I think the reasons are obvious. Ampex invented *Videotape* and it's proved itself to the entire industry. You can't ask for more than that." A postal card in the mail to Ampex, today, will bring you the complete story from other TV stations about tape as a money-making proposition and why they are sold on Ampex as a basic component of any complete TV facility.
Write Ampex Professional Products Company, department BC.

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO

LAWRENCE M. CARINO,
GENERAL MANAGER, WWL-TV, NEW ORLEANS

*TM AMPEX CORP.

At last: a true picture of U. S. markets

NEW PROCESSING OF CENSUS DATA WILL DEPICT RADIO-TV HOMES

The timebuyer's fondest dream is about to come true.

By late spring, agencies and advertisers will have a revealing picture of the living standards, financial status and social traits of the nation's radio and television homes.

A 50-state county-by-county and city-by-city compilation of this information is being put together for the first time in history. The raw data were collected in the 1960 U. S. Census and are being put on tape by S. J. Tesauro & Co., Detroit, under a contract with the Census Bureau.

Advertising, distribution, manufacturing and every other phase of American business and social life will have access to this cross-section portrayal of the nation's homes.

The miracle of new computing machinery is making possible this huge compilation, according to S. J. Tesauro, head of the statistical firm.

"This cross-tabulation will provide a new dimension in American marketing," Mr. Tesauro told BROADCASTING. "Nothing of this sort has ever been available before."

First processing of tapes will start at the Tesauro Detroit office in April, with the computing job to be completed in September. The firm is putting data on tapes at the bureau's Suitland, Md., headquarters.

The first state reports will start coming out in eary June and the job will be finished in October.

Release Schedule ▪ The schedule of the Census Bureau calls for release of statewide breakdowns of radio and television homes in September, with completion by year-end. The bureau lacks funds to do the cross-tabulations. Its long-range schedule for publication of radio-tv homes data by counties and metropolitan areas is based on availability of funds, computers and personnel.

Through the intercession of the NAB, Mr. Tesauro has proposed a scale of fees for the statistical volumes that will run half that to be charged subscribers outside the industry. The plan will be discussed at a Jan. 6 meeting with Richard A. Allerton, NAB research manager who instigated the special rates, and representatives of Television Bureau of Advertising and Radio Advertising Bureau, Mr. Tesauro said.

The Cost ▪ The complete set of metropolitan area, county, state and national figures will be sold to general subscribers for $3,000, he said. Broadcasters would be able to select states in their coverage areas at rates running between $60 and $540 per state, or roughly $1 a county.

First public announcement of the

Chevrolet goes 'on-the-road' for 'Route 66' commercials

Chevrolet, in its most ambitious effort at integrated commercials, has scouted the whole country seeking colorful commercial locations for *Route 66* (CBS-TV, Fri. 8:30-9:30 p.m. EST). On recommendation of its agency, Campbell-Ewald Co., Detroit, Chevrolet decided on a cross-country series of commercials, filmed documentary style. An agency writer-producer started driving last July and clocked 5,000 miles looking for dramatic locations. Chevrolet narrowed his list of 20 possible places to this five-stop national tour:

The story of a rural Missouri schoolteacher who drives a Chevrolet on her daily round,

A family on vacation in Frontier City, Okla.,

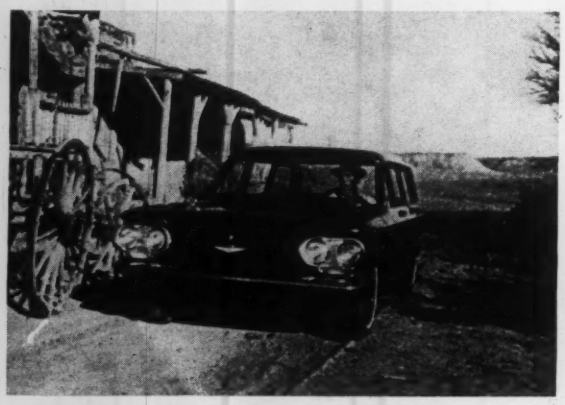
Boys' Ranch outside Amarillo, Tex.,

A ghost town in New Mexico and

A Mexican inspired fiesta at a Padua Hills, Calif., hacienda.

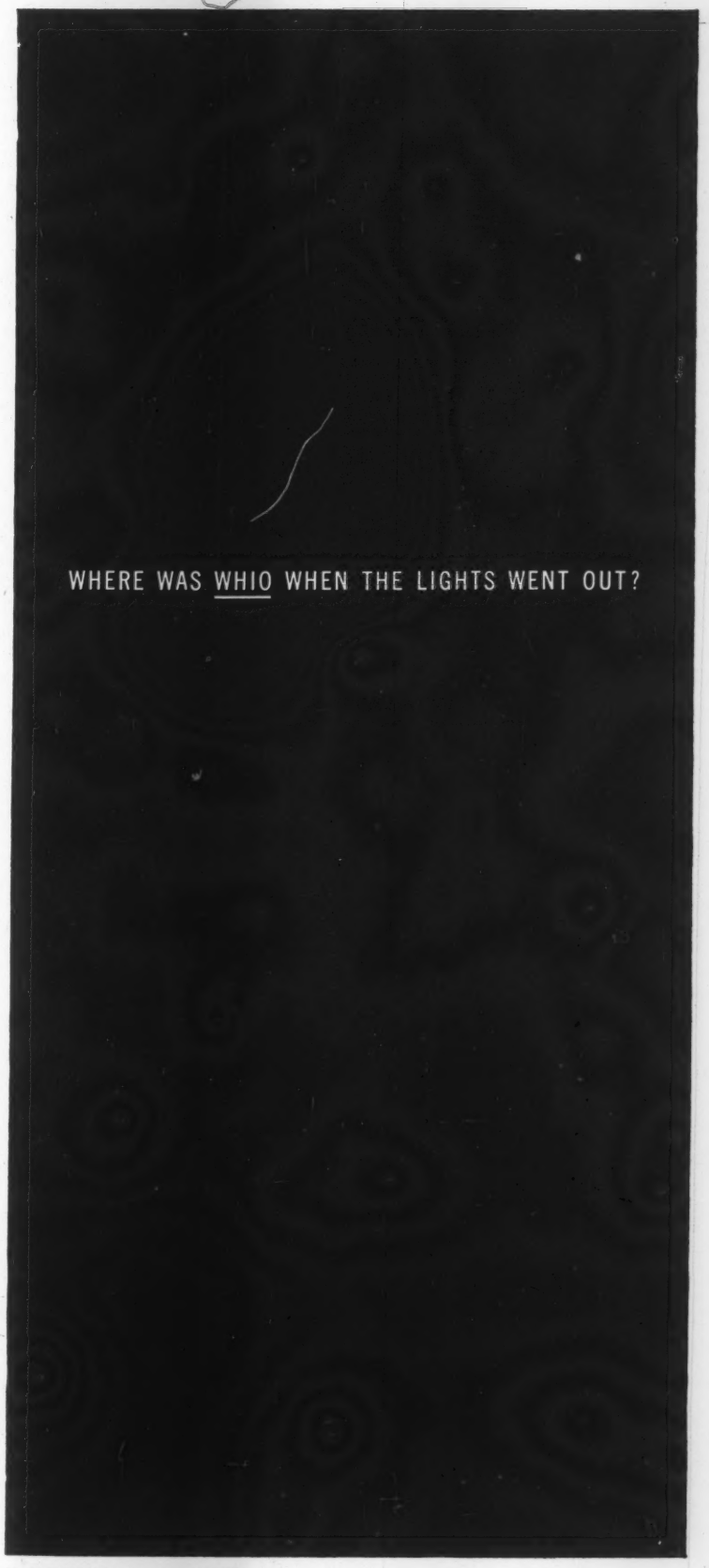
These have been played in geographical order, east to west, starting Dec. 9. Don Frankman of Campbell-Ewald wrote them all and also produced the New Mexico and California spots.

With announcement of extension of the Chevrolet contract through the season, Screen Gems said future plots would take stars Martin Milner and George Maharis to the eastern seaboard after hitting eight states in other parts of the country so far. If the client continues its integrated advertising style, commercial cameras also will be rolling in the East.



Last week's setting: Cabezon, N. M., ghost town.

Second stop of the tour: Frontier City, Okla.



ON THE JOB, THAT'S WHERE!

At 5:51 P.M., December 13th, a power failure blacked out Dayton and a neighboring 24-county area. 6,041 square miles plunged into total darkness. No lights. No radio or TV. In many cases, no heat. The hands of electric clocks stood motionless. Millions of people sat in the dark with no idea of what was going on — or why. Things looked black in Dayton.

WHIO On the Air In 5 Minutes!

Then, at 5:56 P.M., just 5 minutes after the outage began, WHIO went back on the air, powered by a 5 KW generator and battery-powered amplifier. Working by the light of flickering candles, the WHIO staff passed-on emergency bulletins from police and power company officials to news-hungry Daytonians (those able to listen on battery-operated sets and car radios). WHIO newsmen, a photographer, and the WHIO News Scout and Air Scout combed the area for news and information that would help to set thousands of uneasy minds at rest. Listeners were encouraged to, and did, pass along the information to their neighbors.

The blackout lasted from one to three hours in various parts of the area. For much of this time, WHIO was the *only* contact Daytonians had with the "outside world."

WHIO Saluted by Other Media

Later, in a congratulatory gesture, WHIO was publicly saluted by their friendly TV rival, other local radio stations, and the local newspapers for their prompt action in helping to prevent what might have become a critical situation.

Whenever Daytonians find themselves in the dark about anything, they tune to WHIO for the latest coverage of all important local happenings. That's the result of continuous public service.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel

SEAL OF GOOD PRACTICE

DAYTON, OHIO

marketing project is scheduled for Jan. 9. An explanatory mailing to 20,000 potential subscribers is planned at that time.

The data will provide a radio-tv buying tool which agency and advertiser spokesmen have indicated will be immensely valuable in their work. The extensive breakdowns of radio and tv households by coverage areas is expected to be an effective selling tool for stations in getting local, regional and national spot sales business.

Mr. Tesauro said the completed project will total 51 volumes and 16,000 pages. Each county will run about 10 large pages. Individual county data will be published for 1,362 counties containing over 90% of the nation's population. Counties with fewer than 300 households will be grouped.

Individual stations will be able to buy state packages tailored to their marketing areas. In the case of station groups one set of tabulations might be adequate.

Public affairs programs urged on spot advertiser

Spot advertisers and their agencies were urged last week by CBS television spot sales to turn sponsorship attention to local public affairs programming. "The audience for this type of programming," the station representative said in its latest issue of *Saleslants*, "can be compared to the readers of specialized magazines."

The audience was described as "wanting to be informed, elevated," and as "more attentive, more receptive to your sales message, in short, more responsive." The station representative pinned its sales pitch on the half hour that stations program every third week in the time slot occupied by the network's *Face the Nation* (CBS-TV, Monday, 10:30-11 p.m.). CBS asserted there was no question but that the audience's "social-economic" level was above average—"the type of audience that may bring more results than a comparable audience considerably greater in number."

Many stations are presenting a local counterpart to *Face the Nation*, the spot sales unit noted, adding that others "are illuminating the cultural and intellectual heritage of their communities," or bringing local problems and controversies to the fore by "elaborately planned, well-produced documentaries."

(*Face the Nation* is moving this month to Thursday, 10-11 p.m., where it will alternate with *CBS Reports*. Every second *Face* will be an hour in length but on other weeks it will be on the air 10-10:30 p.m., with the remaining half-hour turned back to stations for local programming.)

The compilation everything from soup to nuts

The first complete breakdown of the nation's radio and television homes, based on cross-tabulation of data in the housing portion of the 1960 U. S. Census, will provide the following county, market (standard metropolitan statistical area), state and national information:

Number of persons in household
Total income of household
Radio and tv ownership of household
Location of unit (city lot or apartment)
Condition of unit
Value of property
Sex of head of household
Age of head of household
Education of head of household
Race of head of household
Description of property
Telephone
Occupation of head of household
Family groups by age
Type of unit
Number of rooms
Age of structure
Owned or rented
Amount of rental
Clothes dryer
Clothes washer
Air conditioner

Are radio salesmen dropping the ball?

TRENDIX SURVEY FOR SALES REP GIVES THE ANSWER

Carl L. Schuele, president of Broadcast Time Sales, New York, has a list of New Year's resolutions for himself and colleagues. They stem from a survey of advertisers that showed print and television salesmen are outselling radio competitors.

The national sales representative commissioned Trendex to find out why radio's share of national advertising is on the decline. Programming must take part of the blame along with salesmen, according to survey conclusions.

National radio salesmen are not making enough calls on the client level, BTS found. In many cases they are making only a fair impression when they do call.

A third of 120 advertisers headquartering in New York returned usable replies to seven specific questions. They were from advertising directors, marketing and brand managers of blue chips in food, beer, drug, soap, tobacco, steel and insurance companies.

The questions and summarized replies:

- Have you had any spot radio presentations (not informal pitches) lately? No, 42.8%. Some never see a radio salesman and several said print men make many more calls. Answering a related sub-question, 57.2% said radio presentations are as convincing as those for print and tv, but 21.4% said they are not and some, on the other hand, think they are better.
- Are tv and print salesmen outselling spot radio salesmen? Yes, 48.1%; no, 18.5%. Comments showed that most feel this is a quantitative matter of calls, but some criticized the quality of radio selling.
- Does today's programming have a bearing on radio's national sales? Yes, 57.7%; no, 19.2%.
- Do advertising agencies "short change" radio? No, 57.7%; yes, 30.8%. One respondent said, "Agencies have the feeling that radio plays a lesser role in advertising. They consider the ideal balance as being 80% print and 20% tv and radio."
- Are you willing to devote time for a presentation on what today's spot radio has to offer your product? Yes, 80.8%; no, 19.2%. Respondents asked for specific product information backed by research.
- What have been your chief "gripes" about radio? A broad range of replies included inadequate research, rates, not enough competitive product separation, audience limitations and other complaints.

Radio can triple its billings, if national sellers will act to plug holes revealed by the survey, Mr. Schuele thinks. Asking the Radio Advertising Bureau and Station Representatives Assn. to pitch in, he outlined this program of resolutions:

Triple calls to clients and upper echelon agencymen. Play up not only mass-appeal radio but specialized audience groups, which Mr. Schuele says constitute "one of the real strengths of radio." Sell more with sales results, documented success stories in the advertiser's own field. Launch a two-fisted attack on all other media. "Think big." Sell in millions rather than pennies.

Uplift the image of radio as an important, major medium. Make spot radio more profitable for agencies to buy. A central billing house would help. Discourage cooperative buying by taking a firm stand on retail vs. general rates. In the face of talk about limiting commercials, rates must increase to maintain dollar volume. Don't sell time as such but ideas, programs, complete campaigns.

The client survey was the second Broadcast Time Sales has commissioned Trendex to do. The first investigated the role, function and status of the timebuyer.

Why WWLP bought Warner's "Films of the 50's"

Says Buzz Sawyer, "I'm willing to

give more to get something better."

"In purchasing these Warner's Films of the 50's, I am in the process of changing our film amortization schedule. I am buying fewer features for the money, but will be getting longer mileage out of the stars and titles. It has been my opinion for a long time that I would rather telecast a great feature ten times, than a 'B' or 'C' rated feature twice.

"For any Film Manager to watch this Seven Arts' package being telecast by its competition, would be a hard thing to justify to himself, his sales staff, and his own management. As you may gather, we think the buy we made is not only **good business,** but greater programming."

BUZZ SAWYER, Film Manager, WWLP, Springfield, Mass.

Warner's Films of the 50's... money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

TV POLITICAL TIME SALES

BAR survey of 61 stations shows 40 political sales weekly per station in campaign's finale

The average television station racked up 40 sales a week for political messages during the windup drive of the 1960 campaign.

That at least was the average for 61 stations in 21 markets monitored by Broadcast Advertisers Reports during the three weeks preceding the Nov. 8 elections. All stations in each market were monitored for one week.

In this group the local political business averaged one 30-minute program, three five-minute broadcasts, eleven 60-second announcements, ten 20-second messages and fifteen 10-second spots per station during the monitored week. In addition there was a smattering of quarter-hour broadcasts (about two per market, but less than one per station) and other political broadcasts and messages of varying lengths.

Wide Spread ▪ This 21-market average was based on BAR reports which showed the level of political broadcasting activity varied from 200 to 250 political broadcasts and announcements a week in some markets to a low of the three to five in two others. How close this average might come to the average for all U. S. television stations appeared to be an unanswerable question.

In the 21 markets on which BAR had reports for the late October, early November periods, political buying was heaviest in the Evansville (Ind.)-Henderson (Ky.) market: a total of 497 political broadcasts and announcements during the week ended Nov. 4. The three television stations there—WEHT (TV), WFIE-TV and WTVW (TV)—shared a total of five half-hour, one 20-minute, eight quarter-hour and 20 five-minute broadcasts, and 149 60-second, 10 30-second, 103 20-second and 201 10-second announcements.

San Diego television stations carried 258 political broadcasts and announcements, Portland, Me., 233 and Houston 205, among other politically active communities in the week ended Nov. 4.

Mid-October Light ▪ Lowest levels of activity during the monitored weeks were in New Orleans (one 3-minute program, two quarter-hour programs) and Norfolk-Portsmouth, Va. (one ten-minute program, two 60-second and two 20-second announcements). But in both of these cases, as in some others with relatively light political activity, the monitored weeks were in mid-October, before political campaigning would be expected to hit its highest pitch.

A study of the BAR reports shows that, not unexpectedly, most political buyers favored evening time, in and around peak viewing periods, but that they also scattered announcements through all periods of the day from early morning to late night.

The reports also show that time was bought for a number of causes aside from the traditional Democratic and Republican parties and associated groups. Among these were Socialists and Conservatives (Evansville-Henderson), "Yes for sales tax" (Denver), "Vote against Daylight Saving Time" (Birmingham) and the Maine League for Moderation (Portland). In some markets a single party had all the air time to itself during the monitored week: the Democrats in New Orleans and Norfolk-Portsmouth, and the Republicans in Charleston-Huntington and Wheeling-Steubenville.

TvB's 'Progress' film set for midwest showing

The first out-of-town date has been set for Television Bureau of Advertising's new presentation on advertising's economic impact, *The Progress of Discontent*. Bookings have been made for midwest advertisers and agencies Friday, Jan. 13 and the next evening at the annual banquet of the National Appliance & Radio-Television Dealers Assn. in Chicago.

The Progress of Discontent, projected on large screen with recorded sound, premiered in New York at the annual meeting of TvB last fall (BROADCASTING, Nov. 21, 1960). In Chicago, advertising people have been invited to continuous showings in the Prudential Plaza auditorium starting at 9:25 a.m., Jan. 13. The NARDA presentation will be at 8 p.m. in the Palmer House Grand Ballroom Jan. 14. Norman E. Cash, president of TvB, and George G. Huntington, vice president and general manager, will preside at both dates.

TvB's presentation utilizes around 1,000 illustrations, four telemated film projectors, two high-speed film strip machines, an arc projector and Cellomatic equipment.

Wynn Oil doubles ad budget

Network television and radio will play a major role in a record $1 million promotional push for Wynn Oil Co.'s friction-proofing products in 1961. Through Erwin Wasey, Ruthrauff & Ryan, the Los Angeles company is co-sponsoring NBC-TV coverage of the Sugar Bowl football classic Jan. 2 and plans to buy other nationally televised special events throughout the year. According to T. Beverly Klein, Wynn advertising director, the tv campaign will be supplemented by "continuous" weekend radio programming on NBC's *Monitor* starting Jan. 7.

Wynn's 1961 budget is nearly twice that of any previous year, Mr. Klein revealed, and will be augmented by a national cooperative distributors advertising program.

A RATE CARD ESCALATOR

Young Tv Corp. pegs time charge to period's popularity

A tv rate card that pegs the price of spots with the popularity demand of advertisers for a given time period has been introduced on several stations represented by Young Television Corp., New York.

The basic principle of the new Young-tv rate card is the allowance for an adjustment of rates (either up or down) in any announcement for all advertisers when a significant change in popularity occurs. The rate card is divided into three sections, numbered accordingly, and each almost a rate card in itself. Section I spots have fixed position (cannot be pre-empted), and have the highest rates. Section II spots cost less, but are movable on two weeks notice if the position is wanted by an advertiser willing to pay Section I rates. Section III rates are lowest, and are pre-emptable without notice for advertisers buying at Section I or Section II rates. In other words, the concept of "water finding its own level" has been applied to rate cards.

Ideally, the Young-tv rate card plan—as seen by the firm—functions best in the open market of a three-station market area, and conceivably a lowest-rated station in such a market could do more business than the other but high-rated two.

Conversely, the new card is said to present the best possible rate structure for a high-rated station because it will produce more revenue for top-rated spots. As announcements increase in popularity, dollar volume presumably would go up. The card also does away with all frequency discounts.

The rate card was developed by Frank G. Boehm, vice president in charge of research, Young-Tv, Marvin Roslin of the research staff, and James F. O'Grady Jr., executive vice president. Among the stations which have adopted the card: KEYT (TV) Santa Barbara, Calif.; KNTV (TV) San Jose-Salinas-Monterey; WEHT-TV Evansville, Ind.; WTVC (TV) Chattanooga, Tenn.; WXIX (TV) Milwaukee; WTVM (TV) Columbus, Ga.; KELP-TV El Paso, Tex.

These Farmers Know That Advertising Pays Dividends

Dairymen Understand The Pain of Unfair Attacks

The "open season" for those who have found it profitable to make indiscriminate attacks on advertising as a part of American business has been rather extended. While no responsible person denies that a very small percentage of the total advertising has been dishonest and in poor taste, those who have chosen to make a living by attacking the advertising business have seldom been as careful in digging out and presenting their facts as have most advertisers! If truth is the number one criterion for judging advertising, then advertisers are doing far better than those who attack advertising.

The dairy industry in this country knows pretty well how it feels to be a victim of those who abhor or abuse the truth. Milk has played the leading role in the American food supply since colonial days. This role has been so important, in fact, that many people have learned that they can obtain undeserved public attention by making attacks against milk.

Milk probably ranks third or fourth in the list of whipping boys that public attention seekers use. We've known a long time that attacking God, motherhood, and country usually stirs up interest. In recent years, as food faddists have grown more numerous and more proficient in communications, as compared with the medicine men of horse and buggy days, milk and other basic foods have been added to this list. Even more recently, suburban living and advertising have become popular elements of American life to be against.

Dairymen See Advertising As a Must in Business

Although dairy farmers for many decades past have paid for advertising to talk with consumers about milk and milk products, the first successful effort to pool resources and to develop a nation-wide program of sales promotion for dairy products came in 1940 when the American Dairy Association was organized. Since then, dairy farmers have voluntarily invested many millions of dollars in this non-brand promotion effort for dairy foods.

These dairymen pool their funds for a program that includes considerable research, such as nutrition studies, product improvement, consumer attitudes and buying patterns. Market research, incidentally, has been most helpful, but these studies of consumer attitudes have not been nearly as useful as some of the detractors of advertising and market research suggest. The market researchers have found no magic keys which have made it possible for dairymen to "manipulate" consumer thinking to the point of encouraging consumers to buy excessive amounts of dairy products. Dairy farmers have learned that people buy milk and milk products when the consumers find reasons that are pleasing to the consumers to do so.

Dairymen use all forms of advertising in all media—but not, we hasten to add, in all media at the same time, since dairy farmers, like other advertisers, do not have the unlimited budgets which all advertisers wish they could have! At the same time brand distributors of dairy foods and retail food outlets are also spending many millions of dollars each year in all media to advertise the merits of dairy products.

There's a Change in Thinking on the Farm

As dairymen see the situation, advertising, as a part of the total marketing plan, is as much a part of the dairy farm operation today as the cow herself. This makes much sense, of course, for if the dairymen do not have a marketing plan that assures them of consumer demand for milk and milk products, then the cow is not needed either. When the American Dairy Association was started by dairy farmers in 1940, there were many people who thought farmers should be concerned only with producing milk efficiently. The idea was prevalent that the farmers' job ended when the milk left the farm. This overlooked the fact that nobody has quite as much interest in the consumer market for milk as the dairy farmers who today own over 90 percent of the total investment in all phases of the dairy industry.

Much has been said about the technological revolution on the nation's farms, and this does deserve attention. However, it is quite likely that history may judge that the revolution in thinking about the marketing of farm products was far more important. In a short period of time farmers have had to readjust from an agricultural economy geared to subsistence to one in which the farm is a highly capitalized and very specialized business operation.

Estimates suggest dairy farmers now spend in excess of 10 million dollars annually for non-brand promotional programs for milk and milk products, including research and formal educational programs. That this money comes from the dairy farmers should be proof enough that this revolution in thinking about marketing farm products has come about. Many non-farm business groups have followed the example set by dairy farmers through the American Dairy Association in developing industry-wide, non-brand promotional and educational campaigns to tell their product or service stories to the public.

Results Are Not Easy to Measure

The steadily growing support which dairy farmers provide for promotional campaigns is amazing to some observers because of the obvious difficulties in measuring the results of non-brand efforts of this kind. The attempts at measurement are complicated further by the tremendous size of the dairy industry and the many factors which influence sales of dairy products.

However, except for several products which have had to fare as tough competition as any products have ever had to meet, dairymen have had an expanding market for most of their products on the commercial market. In the market places of America, where the wives of newspapermen and broadcasters and magazine writers spend the hard-earned money of their spouses, milk, ice cream, nonfat dry milk, cheese, condensed milk, and cottage cheese have been getting more "votes" per person than they did in 1940 when dairymen first organized the American Dairy Association.

There is a long way to go in this market building, but the first and most difficult hurdle has been met and left behind. This hurdle was the debate which dairy farmers had to go through within their own individual minds to determine their responsibility beyond the farm, in the market place. The steady growth of American Dairy Association and of other promotional and educational programs makes it quite clear that dairy farmers resolved the question in favor of having a strong Voice in the Market Places of America.

AMERICAN DAIRY ASSOCIATION
Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois

Who can't brush after every meal?

Compton Adv.'s agency team that travelled from New York to Cincinnati to present a year-end report to Proctor & Gamble shortly before Christmas consisted of one unusual member—tv announcer Rex Marshall. This was said to be the first time a personality had been invited to be part of the presentation group and Mr. Marshall edified P & G sales management and officials from all over the country with an insight into various commercials used in behalf of Gleem toothpaste.

Mr. Marshall, who has been the spokesman for Gleem for seven years, spoke to the group of more than 125 executives as "one salesman to another." He noted that the Gleem commercials, though varied in technique, are built around a central theme: It's for people who can't brush their teeth after every meal. Sharing the podium with Mr. Marshall was Barton A. Cummings, Compton, president.

Rex Marshall (l), tv voice for Procter & Gamble's Gleem toothpaste, was part of Compton Adv.'s team that made a yearend report to the client in Cincinnati. Mr. Marshall also toured company facilities, including a visit to P&G's Technical Center, accompanied by an unidentified company representative (r). The announcer learned how new products are developed and tested.

MULTIPLE-RATE POLICY SEEN WANING

Survey finds 155 tv stations charge all users same rate

Slightly more than one-third of U.S. television stations have a single rate for spot and local advertisers, while the remainder offer varying rates for regional, local, retail and "special" advertisers.

This conclusion emerged from a study conducted by Gardner Adv., St. Louis, which released its findings last week. The agency launched its survey late last summer, shortly after the Station Representatives Assn. unanimously recommended that television, as well as radio stations, wipe out distinction between rates and adopt "a single rate policy for all spot broadcasting" (BROADCASTING, Aug. 15, 1960).

Gardner officials, commenting on the study, referred to the SRA recommendation in these terms: "It should be pointed out, however, that there is a tendency toward the elimination of regional, retail and local rates by television stations as a result of pressure from national advertisers, agencies and the Station Representatives Assn. While it is too early to measure the effect of this pressure, we suspect that some stations will be returning to a single rate structure."

The agency canvassed 488 tv stations and received replies from 422 (86.5%). The study shows that 155 stations (36.7%) reported they had only a "national" rate; 23 (5.5%) had "regional" rates; 96 (22.8%) had "local" rates; 149 (35.3%) had "retail" rates, and 28 (6.7%) had "special" rates.

Business briefly...

General Mills Inc., Minneapolis, and **Bristol-Myers Co.,** N. Y., will sponsor ABC-TV's *Championship College Basketball* series of 10 games starting Jan. 7 and running through March 11. All games will be held on Saturday and will start at 2 p.m. EST with veteran announcer Curt Gowdy, assisted by Bob Neal, doing the play-by-play commentary. General Mills' agency is Knox Reeves, Minneapolis, and B-M's is Doherty, Clifford, Steers & Shenfield, N. Y.

Dow Chemical Co. (Norman, Craig & Kummel and MacManus, John & Adams); **Block Drug Co.** (Sullivan, Stauffer, Colwell & Bayles); **Pan American Coffee Bureau** (BBDO); **Pepsi Cola Co.** (BBDO), and **Reader's Digest Services Inc.** (J. Walter Thompson) will sponsor NBC-TV's new weekly drama series, *The Americans,* starting Jan. 23 (Mon. 7:30-8:30 p.m. EST). The program, which co-stars Darryl Hickman and Dick Davalos, and is set in the Civil War years, replaces *Riverboat* in the Monday time period.

Kitchens of Sara Lee Inc., Chicago, and **Timex Watches** (United States Time Corp., N. Y.) will co-sponsor comedy revue telecast starring Art Carney, NBC-TV, Jan. 17, 10-11 p.m. Titled *Everybody's Doin' It,* program will be in color and include several name guests. Sara Lee sale was handled by Cunningham & Walsh, N. Y., and W. B. Doner & Co. for Timex.

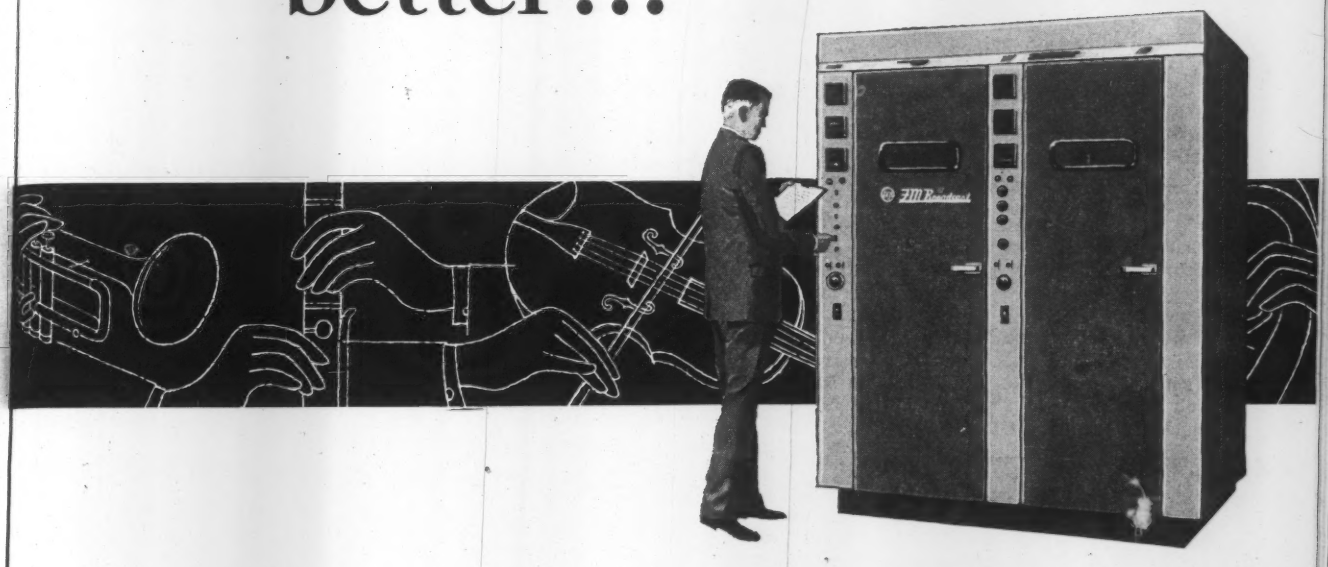
Agency appointments...

- Louis Milani Foods Inc.; L.A. (food processors, salad dressings) appoints Cunningham & Walsh, that city, as advertising agency. Budget is in excess of $1 million, with media plans to be announced.
- Kingston Products Corp., Bronson, Mich. (home vacuum cleaners), appoints Fred M. Randall Advertising Agency, Detroit, as advertising, merchandising and public relations counsel.
- Dr. Pepper Co., Dallas (soft drinks), appoints Kenyon & Eckhardt Ltd., Toronto, as its advertising representative in Canada. John R. Markey, vice president and marketing director of K&E Ltd. will supervise the company's Canadian account.
- General Aniline & Film Corp., N.Y., appoints Reach, McClinton, N.Y., as advertising agency for its Ansco and Ozalid (now Photo & Repro) Divs.

Rep appointments...

- KREX-AM-FM Grand Junction and KGLN Glenwood Springs, both Colorado: Bob Hix Co., Denver, as area representative. Both stations are Rex Howell properties.
- KCMJ Palm Springs, Calif.: United Spot Sales Inc. as its San Francisco representative.
- WCAX Burlington, Vt.: Avery-Knodel, N.Y.
- KWJJ Portland, Ore.: Torbet, Allen & Crane.

What makes RCA FM Transmitters better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail . . . We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value . . .

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department P-22, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey

The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA

Oversight has collected its final scalp

AFTER 3½ STORMY YEARS, SUBCOMMITTEE GOES OUT OF BUSINESS

The House Subcommittee on Legislative Oversight officially ceases to exist tomorrow (Tuesday) after 3½ years of tumultuous, controversial investigations that vitally affected the FCC and the industry it regulates.

Hardly a phase of the operations of the commission and radio-tv stations were left untouched—from the private lives of commissioners to the most lucrative tv grants. Other headline making investigations of the subcommittee included those covering tv quiz shows, payola, *ex parte* influence, White House pressures and several lesser activities which did not make headlines.

If the oversight investigators had a trophy room, the scalps of the following would be displayed:

▪ Richard A. Mack, John C. Doerfer and Sherman Adams, three Eisenhower appointees who lost their jobs and political careers.

▪ Bernard Goldfine, the Boston industrialist, and Charles Van Doren, the tv quiz show king who lost a $50,000-a-year job at NBC.

▪ Television grants in Miami (chs. 7 and 10), Boston (ch. 5), St. Louis (ch. 2), Orlando (ch. 9) and Jacksonville (ch. 12).

▪ Belonging there, too, are Morgan Moulder, first chairman of the subcommittee, and key staffers Bernard Schwartz and Baron Schacklette. All three lost their Oversight jobs.

▪ There also should be empty cases for three present FCC members who were ticketed for destruction by the subcommittee's first general counsel, Dr. Schwartz. Charges of misconduct against them did not hold up and all three were reappointed to new terms by the President.

The investigative arm of the House Commerce Committee goes out of existence tomorrow at noon when the first Session of the 87th Congress convenes. One item of official business remains for the controversial subcommittee, however, and that is a final report to the Congress. The nine-member body meets today to consider that report.

Many members of Congress and Washington attorneys and observers felt that the subcommittee did not stand a chance to succeed from the very beginning. "It was doomed from the start," was a quote often heard. Any worthwhile accomplishments were accidential byproducts of the confusion surrounding the investigations, one close observer stated last week.

When the subcommittee was first organized and throughout its life there were cries of "political witch hunt" and that it was formed to do a "hatchet job" on the FCC. Each time these cries arose they were vehemently denied. It should be noted, however, that well over one-half of the subcommittee's investigations and public hearings were devoted to the FCC and broadcasting.

An oversight staff member was asked recently the reason for the tv quiz hearings after full exposure already by the New York district attorney and voluntary policing by the industry. "Do you have to ask after looking at the headlines," was the reply.

Expensive Accomplishments ▪ In less than four years, the subcommittee spent $785,000 appropriated by Congress for its investigations. Originally, $250,000

A dramatic moment in the history of the House Legislative Oversight Subcommittee came in November 1959 when Charles Van Doren (l) stated from the witness seat: "I was involved, deeply involved, in a deception." The idol and symbol of tv quiz shows told how he had won $129,000 on "Twenty-One" by having the questions and answers in advance. Rep. Oren Harris (D-Ark.), subcommittee chairman who told Mr. Van Doren "God bless you" is on the right while the contestant's attorney, Carl Rubino, is in the center.

was earmarked for oversight by the 85th Congress in April 1957. Just before adjourning *sine die*, the same Congress granted the subcommittee an additional $60,000 in August 1958. Two more appropriations, of $200,000 and $275,000, followed in February 1959 and January 1960, respectively.

Total cost of the oversight investigations to the industry will not be known for many months to come—until all litigation in the courts and FCC of remanded cases is completed. Costs to radio-tv firms during actual hearings reached astronomical figures at the height of the investigations. A BROADCASTING estimate in March 1958 placed the cost of one-day's session on the hill at $14,475. This broke down into $7,475 for the government and $7,000 for the industry.

That was just for one day. There were weeks and weeks of hearings. For example, in 1958 the subcommittee held 58 days of hearings on matters related to the FCC and broadcasting. As many or more hearing days were in the 1959 schedule. At most of the individual sessions, there were 10, 20 or even 50 high-salaried industry participants and observers.

Raising the government's share of the bill are the salaries of commissioners and FCC staffers who were tied-up for weeks at a time in the subcommittee investigations.

Just what did the taxpayer get for his money? "Some sensational reading in the newspapers is about all," a member of Congress said just recently. The subcommittee, however, points to several changes in the Communications Act enacted last September by Congress—mostly as a result of oversight's disclosures.

Industry Reports ▪ To date, the subcommittee has issued three reports to Congress with still a fourth to come as mentioned above. In addition, about a dozen staff reports covering broadcasting matters and the FCC have been made public. One of the subcommittee reports, issued in April 1958 at the close of investigations into the character qualifications of individual commissioners, dealt exclusively with the FCC. That agency also was prominent in the other two reports, dated Jan. 3, 1959, and Feb. 9, 1960.

In a strong dissent to the 1959 report, Rep. Joseph P. O'Hara (R-Minn.) charged that members of the subcommittee had abdicated their responsibility to staffers ". . . bent on proving a point for political or publicity advantage . . . It is my serious observation that investigatory committees of Congress become prisoners of their own staffs." Rep. O'Hara's statement was his final effort as a member of Congress and the subcommittee as he retired that year after 18 years in the House.

The staff reports included (1) radio-tv cases remanded to the FCC by the courts, (2) right of congressional access to agency files, (3) songplugging on the airwaves and copyright law covering the music publishing business, (4) "Regulation of Broadcasting: Half a Century of Government Regulation of Broadcasting and the Need for Further Legislative Action," and (5) the staff report issued just 10 days ago covering the last two years activities of the subcommittee (BROADCASTING, Dec. 26, 1960).

Innocuous Beginning ▪ News media paid little attention to the subcommittee at its borning. Impetus for the formation of the Subcommittee on Legislative Oversight of the House Interstate & Foreign Commerce Committee was given by none other than House Speaker Sam Rayburn. This came during a February 1957 floor debate on the regular resolution authorizing funds for the operation of the parent committee. Speaker Rayburn took the floor to urge formation of the special subcommittee to investigate the regulatory agencies.

In March of that year, Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, announced the appointment of the first Legislative Oversight Subcommittee with this announced purpose: "To examine the execution of the laws by the administrative agencies . . . to see whether or not the law as the Congress intended in its enactment has been and is being carried out or whether it has been and is being repealed or revamped by those who administer it." At the same time, Rep. Harris asked Congress for $250,000 to carry out the subcommittee's work.

Original members of the oversight body were Democrats Morgan Moulder (Mo.), chairman, John Bell Williams (Miss.), John J. Flynt (Ga.), John E. Moss (Calif.) and Mr. Harris; Republicans Charles A. Wolverton (N. J.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.). On April 11, 1957, the House appropriated the requested money and the subcommittee was in business looking for a staff.

One of the last to be hired was the general counsel-staff director, Bernard Schwartz, director of the New York U. Institute of Comparative Law. He was not selected until August and a Democratic member of the subcommittee observed six months later: "This was the first mistake we made."

A second member, also from the majority side, corrected his colleague. He felt that the first mistake was in appointing Rep. Moulder chairman. In fact, it was stated that the Speaker objected to the naming of the Missouri Democrat as chairman and warned that trouble would come with Rep. Moulder as head. However, under the seniority system of Congress, the parent committee's hands were tied as Rep. Moulder was next in line for a subcommittee chairmanship.

Oversight Chief Counsel Robert Lishman leaves the subcommittee's offices on Capitol Hill last week with his homework. Mr. Lishman said he will take care of personal affairs for several months after his job and the subcommittee are abolished this week.

Except for the trade press, reporters generally did not follow the early activities of the subcommittee. Warning what was coming, in its Sept. 23, 1957, issue, BROADCASTING Magazine stated: "The subcommittee investigation will become the focal point for news headlines that will have far-reaching effects." Shortly thereafter began the controversy, confusion and criticism which was the standard operating procedure of the subcommittee for most of its existence.

Schwartz' Methods ▪ Counsel Schwartz started it with a written plea to attorneys practicing before the FCC to come forward secretly with charges against the commission and/or members. He followed this up with a

public plea for the same type of information from FCC staffers and just about anyone else that wanted to talk secretly. He promised any and all informers anonymity.

The chief counsel followed this with a questionnaire to all members of the commission seeking a list of all gifts, favors and entertainment from members of the regulated industry. Also quizzed in this connection were the networks, NAB and other industry groups. Mr. Schwartz also sought from the commissioners all correspondence with the White House.

The Promised Headlines ▪ The kettle really began to boil in January 1958 when Dr. Schwartz gave the subcommittee members a "confidential memorandum" accusing members of the FCC of accepting excessive favors from the industry, cheating on their expense accounts, malfeasance in office and being unfit to serve on the commission. When the congressmen did not react exactly as the doctor thought they should, he "leaked" his sensational charges to favored members of the news media.

In a stormy and heated executive session of the subcommittee, the general counsel denied that he had leaked the document. He, in fact, demanded that each member of the subcommittee swear that he was not the guilty one. The congressmen did just that, which led one member to comment that it was "the damndest thing that ever happened in Washington."

Dr. Schwartz' confession came some two weeks later. The action was necessary, he claimed, to keep the subcommittee from burying the "facts" he had compiled. Also, Dr. Schwartz said, he had his reputation to think about as one of the "foremost authorities on regulatory agencies. I have written more on the subject than any man in this country . . . Anyone who knows anything about this subject would place me among the first five leading authorities in the country" (BROADCASTING, Feb. 17, 1958).

The general counsel told the subcommittee members to their face that he had nothing but contempt for a majority of them. He was particularly bitter in attacking Rep. Harris after it was disclosed that Dr. Schwartz had collected $400.73 in expenses from the government for four trips to New York. During these trips, it was pointed out, he stayed in his own apartment while drawing per diem and also conducted business with New York U. He unsuccessfully demanded a public apology from Rep. Harris.

Supplying reams of sensational copy for the newspapers, Dr. Schwartz charged that he had met only obstructions from the congressmen in attempts to expose the improper activities of members of the FCC. Also, he maintained, several of the subcommittee staffers were put there for the express purpose of spying on him.

After much washing of dirty linen in public, which led Rep. Wolverton to observe "we are not giving too much evidence of the competency of this committee," Dr. Schwartz finally was fired as chief counsel on Feb. 10, 1958. The night before, in the company of two reporters, he had delivered much of the subcommittee's files to Sen. Wayne Morse (D-Ore.) in anticipation of his being fired. The documents were later returned to the House subcommittee.

A Chairman Goes, Too ▪ Just hours after Dr. Schwartz was fired, Rep. Moulder "resigned" as chairman of the subcommittee. Actually, Rep. Moulder was fired also by Rep. Harris who let the Missourian announce his "resignation." In fact, Rep. Moulder actually pleaded with the Commerce chairman to let him stay as a member of the subcommittee in return for giving up the chairmanship. Rep. Harris agreed to do this and assumed the chairmanship of Oversight himself.

Contributing, too, to Rep. Moulder's exit was the admission that he had given a St. Louis newspaper secret subcommittee documents on a top Republican for publication.

A member of the committee said that the next morning when the subcommittee assembled for its meeting, Rep. Moulder was sitting in the chairman's seat when Rep. Harris walked into the room. The new chairman nudged Rep. Moulder and stated: "You're in the wrong seat, Morgan, move over."

Before Dr. Schwartz was fired, he was permitted to grill Commissioner John Doerfer for three days on his (Schwartz') charges that the chairman was unfit to serve on the FCC. All work and normal duties at the commission ground to a halt for several weeks while the commissioners battled for their professional lives in emotion-packed hearings and behind the scenes. While Mr. Doerfer was on the stand, Commissioners Hyde and Bartley repeatedly demanded an opportunity to answer the charges against them in voices near the breaking point.

Chairman Doerfer weathered that storm but the groundwork was laid for his forced resignation two years later when he accepted additional favors from multiple-station owner George B. Storer.

Immediately after Dr. Schwartz was fired, he returned as a subpoenaed witness before the subcommittee to

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Two of the three staffers who were with Oversight during its entire history —Herman Beasley (l), clerk, and Oliver Eastland (c), investigator, discuss their future plans with Beverly Coleman, principal attorney.

testify against Commissioner Richard A. Mack's participation in the Miami ch. 10 case. This led to Mr. Mack's resignation from the commission a month later and his indictment by the Justice Dept. for allegedly conspiring with Miami attorney Thurman Whiteside to award the channel to National Airlines.

The Story Unfolds ▪ From there, the subcommittee spent much of the spring and summer of 1958 with public hearings on allegations of *ex parte* contacts and improper pressures in numerous tv grants. These led to court remands in several cases and prompted the FCC to reopen the record on its own motion in others. All told, 58 days of tv hearings were held over a space of several months.

In addition, 1958 heard testimony on trafficking in licenses, mergers and payoffs. The subcommittee detoured from the FCC in the summer long enough to accuse Presidential Assistant Sherman Adams of applying improper pressures with the SEC and FTC on behalf of Boston industrialist Bernard Goldfine. As a consequence, Mr. Adams was forced to resign from the White House staff.

Most of the latter hearings were conducted by Robert Lishman, who was appointed in April 1958 to replace Dr. Schwartz as chief counsel. Mr. Lishman, a Washington lawyer, is the exact opposite of his predecessor and, according to his fellow workers, seemed to resent the publicity which came his way as a result of his job. Mr. Lishman is quiet and unassuming, always puffing on his ever-present pipe.

The subcommittee was reorganized with the convening of the 86th Congress in January 1959. Two of the 11 members were dropped—Rep. Moulder on the Democratic side, while Reps. Wolverton, Hazelton and O'Hara retired and Rep. Hale was defeated. Of the original Republican members, only Rep. Bennett remained. Joining him on the minority side were Reps. William L. Springer (Ill.), Steven B. Derounian (N. Y.), and Samuel L. Devine (Ohio).

Quiz Shows Quizzed ▪ Principal 1959 headlines were made with two months of hearings into the rigging of tv quiz shows. The five principal programs investigated were *Twenty-One, Tic Tac Dough, $64,000 Question, $64,000 Challenge* and *Dotto*. Contestant after contestant appeared and admitted that they had received questions and answers in advance with *Twenty-One* hero Charles Van Doren being the principal hero or villain, depending on whose side you were on.

The subcommittee remained in the news in early 1960 with investigations into payola and hidden plugs.

Now the subcommmittee, which lived in confusion and controversy, is scheduled to go out of business. Mr. Lishman and his staff, however, have proposed that a new subcommittee be

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formed to continue congressional surveillance over the "Big 6" agencies—FCC, Federal Trade Commission, Civil Aeronautics Board, Federal Power Commission, Securities & Exchange Commission and Interstate Commerce Commission.

The staff said that they were able only to "scratch the surface" in the agency investigations. "The record is replete with facts indicating bottlenecks in the administrative process . . ." which need to be cleared up, the final staff report maintained. Consequently, formation of a new subcommittee not to exceed five members was recommended.

Of oversight's 25-man staff, only three members were with the subcommittee from beginning to end. They are Herman Beasley, clerk, Oliver Eastland, investigator, and Mary Ramsey, attorney. Most of the present staff was hired in 1959 when the subcommittee was reorganized.

The censor's pencil at the Budget Bureau

Congress should prohibit the practice of the Budget Bureau of deleting, altering and censoring the budget requests of the FCC and other agencies, a staff report of the House Legislative Oversight Subcommittee recommended last week.

Agency requests for appropriations now must be cleared by the Budget Bureau and the subcommittee charged that language and justifications for monies often are altered before they reach Congress. The oversight staff proposed legislation which would require that all original agency language be transmitted to Congress.

Under the recommendation, any changes by the Budget Bureau must be clearly identified and the reasons set forth. The report pointed out that the following language was deleted from the FCC's budget presentation for fiscal 1961: "The commission feels that the budgetary policy of saving a few thousand dollars in budgets and appropriations to the FCC has cost our economy many times that amount." Also, ". . . but the simple fact is that we do not have the staff needed to cope with these problems and workloads."

In place of the latter statement, the report said, the Budget Bureau substituted: "The commission is finding it increasingly difficult to keep up with these workloads and lacks the manpower to deal with many important matters which need policy determination."

From these alterations it is evident that the final presentation to Congress does not disclose the true needs of the FCC and the public interest justification therefor, the report stated. Several similar examples of alterations in the requests of other agencies also were cited.

Lee assails present uhf-vhf tv system

Commissioner Robert E. Lee took his crusade for an all-uhf tv system to Harrisburg, Pa.,—an all-uhf preserve—last Thursday. Addressing the Kiwanis Club there, the number one exponent of uhf said that the U. S. tv situation presently is "pitiful" and will remain so in the future under the uhf-vhf system.

He charged that the failure of uhf ". . . can be blamed in substantial part on the inferior product that receiver manufacturers have been peddling to the public for the past nine years." Present tv service is inadequate with 35 of the top 100 markets limited to two stations and thereby lacking the full service of all three networks, he maintained.

There are less than 100 uhf stations operating today, in a band that will accommodate 3,500, Commissioner Lee told the Kiwanis. "Accordingly, we have what might be called one thirty-fifth of a tv system," he stated. "The uhf space assigned to tv is young and attractive. It has charm and other potential users are not blind. It is commodious."

Inadequacies ▪ It took only a year or two after the present allocations system was adopted to recognize its "dire inadequacies," Commissioner Lee said. "Since 1954 we have tinkered with it as one might a second-hand car." The claim by vhf proponents that the wide coverage of that system is desired is a "short-range viewpoint that ignores the American genius for technological advances when presented with a sufficient economic incentive," the commissioner stated.

"The grossest malarkey conceivable," was Commissioner Lee's reply to the contention that a shift to uhf would place undue financial burdens on the public. The cost of conversion to the general public is "peanuts" compared to what now is being spent on luxuries, he said. The FCC, he maintained, should work toward the "ultimate goal" of an all uhf system with "every conceivable" encouragement to uhf. A part of this should be an expanded program of deintermixture in markets containing only one vhf station, he stated.

Educational tv needs are the largest single motivating force for keeping uhf in the allocations picture, the uhf proponent stated. Two-thirds of the etv reservations are in the upper band, he pointed out, and will remain in that spectrum space.

Harrisburg's two operating tv stations —ch. 55 WHP-TV and ch. 27 WTPA (TV)—both are in the uhf band. There are no vhf allocations.

Boost for rooftoppers

The Assn. of Federal Communications Consulting Engineers last week asked the FCC to amend its rules to increase the operating power permitted by stations using roof-top antennas from 500 w to 1 kw.

The association said it mailed questionnaires to its members, asking them if, in their opinion and experience, such a power increase would result in serious cross-modulation problems. All replies said it would not, the petition states.

The request for rulemaking points out that several stations with roof-top antennas would benefit from such an increase in power because it would be "helpful in overcoming the high noise levels encountered in urban areas." Included with the plea is a list of some 40 am stations with roof-top antennas.

Del Rio am applicant accuses competitor

An applicant for an am station in Del Rio, Tex., charged fraud and collusion by a rival applicant last week and asked the FCC to enlarge issues in the hearing to include character qualifications of its rival.

Queen City Broadcasting Co. stated that the application of Val Verde Broadcasting Co. for identical facilities in Del Rio was a "strike application" designed to protect the monopoly of KDLK there. Queen City claimed the property listed as Val Verde's site belonged to Phil D. Foster and R. D. Howard, father of Don Howard, licensee of KDLK, and representative of that station. It said that KDLK, in raising objections to the application of Queen City on grounds Del Rio could not support another station (BROADCASTING, Dec. 5, 1960), had questioned the applicant's ability to obtain some 500 spot announcements per week. Yet, according to the petition, it had not objected to Val Verde's application, despite its claim that it could obtain over 1,300 spots per week, until Queen City called this discrepancy to the commission's attention.

Queen City in March 1960 requested dismissal of the Val Verde application on grounds that it was either a strike application or one of a site-to-be-determined nature. Val Verde replied with a copy of an option to lease a site for $3,750. Queen City contends that if the option existed at the time of the original filing (as it was dated) the application is fraudulent since it lists costs of acquiring a site as $400. Queen City alleges that either this statement was made deceitfully "to ease Val Verde's financial responsibility showing" or that the copy of the option is a falsification.

Examiner H. Gifford Irion scheduled a prehearing conference for Jan. 20.

Hearing delayed on Miami ch. 10

The Miami ch. 10 case has the hurry up sign from the U.S. Court of Appeals —but it looks as if the case won't be heard until the end of February at the earliest.

The appeals court in Washington ruled Dec. 23 that the parties should try to get together on issues, and that the timetable for filing briefs would run as soon as the FCC filed the record on the case.

The commission filed its record Dec. 27. Briefs from National Airlines (holder of the ch. 10 grant made in 1957) and North Dade Video Inc., one of the four applicants, are required to be filed by Jan. 21. The FCC, L. B. Wilson, Elzey Roberts and the Department of Justice are scheduled to file their briefs by Feb. 6. Reply briefs by all involved are due by Feb. 16.

Parties were unable to get together on the issues and are filing their own, individual estimates of what these should be. This resulted from a meeting last Wednesday at the FCC's offices.

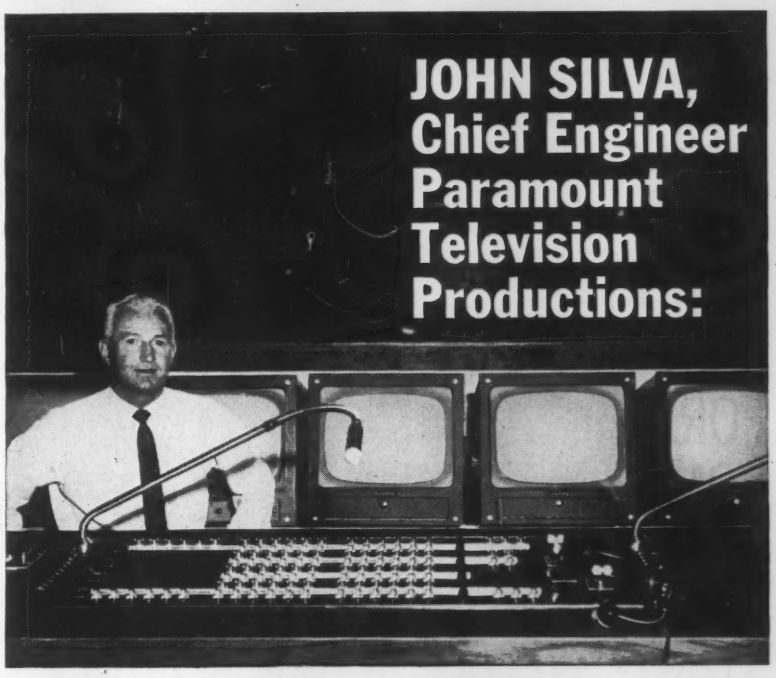
The three-judge court held in abeyance all pleadings which involved questions of the FCC's right to issue its order and others asking for a stay. This followed argument two weeks ago on this subject (BROADCASTING, Dec. 26). In its July 14, 1960 order, the FCC revoked the 1957 grant to National Airlines, disqualified the other applicants except L. B. Wilson Inc. It granted the vhf channel to L. B. Wilson, which it found untainted by the off-the-record activities engaged in by the others.

KING asks FCC to review its conditional renewal

KING-AM-FM-TV Seattle last week asked the FCC to reconsider the condition it placed on renewal of the licenses of that station and of KIRO-AM-FM-TV that city. It also requested oral argument.

The condition placed by the commission was that the Pacific National Bank of Seattle divest itself of a minority trust interest in the KIRO stations. The FCC said a duopoly situation was present in that Mrs. A. Scott Bullitt, president and majority owner of the KING stations, is a minority stockholder and director of the bank. Commissioners Charles King, Robert E. Lee and T. A. M. Craven had dissented from the stipulation, with Commissioner King accusing the FCC of "bureaucratic tyranny." (BROADCASTING, Dec. 12, 1960).

In its petition KING pointed out that Washington law does not permit Mrs. Bullitt to vote on the handling of the 5% KIRO trust. It further suggests that even could she vote, her ballot



In planning the new control room for their famous Stage 6, Paramount Television specified only the best equipment manufactured. Included in this choice, naturally, were Conrac video monitors. Why Conrac? "Because of their unfailing ability to display all the information just as it is, without distortion, and do it dependably day after day, after day," is the way John Silva put it. Whether you're building a new facility or expanding your present operation, it will pay you, too, to select Conrac – the finest in video monitoring equipment.

"For our new control room, CONRAC MONITORS were the natural choice..."

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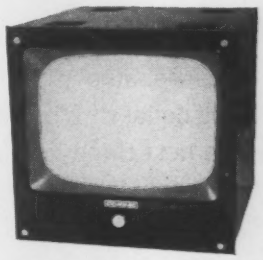

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WE'VE BEEN SAYING THIS FOR SOME TIME...

NOW YOUR BEST PROSPECTS AT THE

Recently the A. C. Nielsen Company, world's largest marketing research organization, conducted a study among 500 executives responsible for major market and station decisions at the 50 biggest TV and radio advertising agencies in America. Among other significant questions, they were asked:

"Which, in your opinion, constitutes a better advertising value—a publication belonging to Audit Bureau of Circulations, Inc. (predominantly paid circulation)... or one belonging to Business Publications Audit, Form A (mostly free circulation)?"

Here's what those who responded told Nielsen:

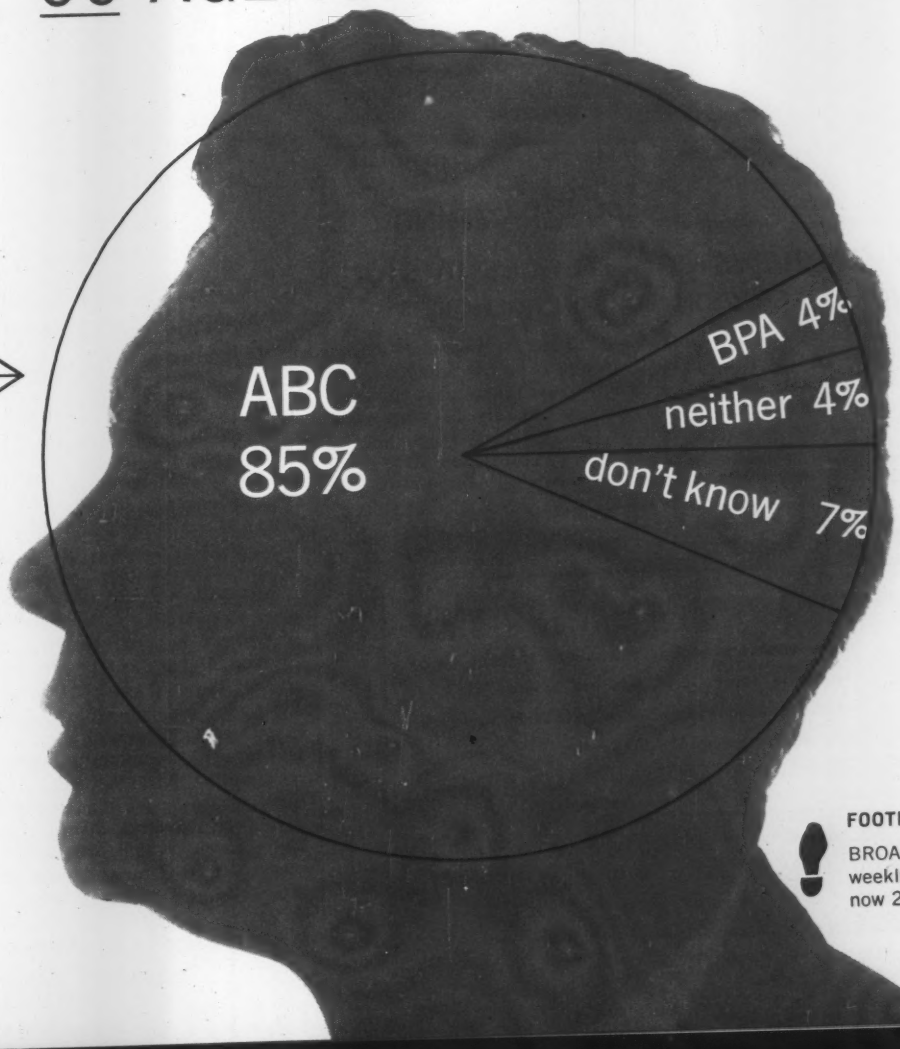
BROADCASTING — and **only** BROADCASTING of all trade publications devoted to covering the progress of TV and radio — can qualify as a member of Audit Bureau of Circulations.

Why? Because, among the important people whose agencies spent almost 20 cents out of each advertising dollar with broadcast media last year, BROADCASTING's circulation is predominantly **PAID.** The next three journals — audited by BPA's Form A — distribute mostly free copies. Top advertising people recognize the value of **PAID** circulation. They use it as their own yardstick because they know readers pay only for something they **want.** Your message in BROADCASTING carries more validity because of this.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.
New York—Chicago—Hollywood

TOP 50 AGENCIES CONFIRM IT!



FOOTNOTE:

BROADCASTING's **guaranteed** weekly circulation for 1961 is now 26,000 copies.

would not influence the entire board of directors. Citing FCC compliments in granting Mrs. Bullitt licenses in the past, the petition argues that she is a woman of proven character who would not violate Washington law.

Echoing Commissioner King's dissent, the plea for reconsideration states that Mrs. Bullitt's directorship does not constitute "direct or indirect control" of KIRO. It further states that neither precedent nor policy supports the commission's action.

MCA seeks amicable end to dispute with FCC

Music Corp. of America has asked the FCC to work out its differences with the talent agency and its vice president, Taft B. Schreiber, in a "reasonable manner." The petition filed last week is the latest development in a running legal battle that began at the commission's program study hearing in Los Angeles last October (BROADCASTING, Oct. 24, 1960, *et seq.*).

Mr. Schreiber refused to produce certain MCA records and documents at the hearing unless they would be kept confidential. When Chief Hearing Examiner James D. Cunningham ruled that Mr. Schreiber's attorney could not discuss the matter with the commission counsel on the record, the MCA vice president walked out.

In its latest petition, MCA reiterates its contention that the examiner's ruling is not proper and furthermore is against commission precedent and policy. In Mr. Schreiber's defense it states the discussion about the "degree of confidentiality" to be accorded the requested records was of a legal nature and that since Mr. Schreiber is no lawyer, he could not proceed without aid of counsel.

MCA said in its petition it would still be willing to produce the records if they would be kept confidential. The degree of confidentiality could be amicably decided by MCA and FCC lawyers, the firm contended. Otherwise, it said, it requests oral argument before the commission *en banc* to explain its position.

It further urged the FCC not to take the case to court, merely as a test of the extent of its powers, but instead to come to a mutually agreeable settlement.

FCC would change Conelrad

Rulemaking to permit holders of radio operator licenses other than first-class to make adjustments when a Conelrad practice alert is called, as well as in genuine emergency, is being considered by the FCC.

Current rules permit operators who have been instructed by a standard radio station's first-class operator to switch the transmitter to emergency broadcast system in the event of a real alert. The commission suggests that allowing instructed lesser-grade operators to do this in practice alerts will train them for emergencies, keep them familiar with the necessary operating procedures and permit stations at which the first-class operator is not present at the time of a practice alert to participate in the exercise.

The FCC invited interested parties to file comments by Jan. 23, with reply comments due Feb. 3.

Valley Telecasting drops vhf permit, tv application

Valley Telecasting Co. last week gave up a construction permit it held for one vhf station and had its application dismissed for a second. Both actions were taken by the FCC at the request of the applicant.

The commission's Broadcast Bureau deleted Valley's cp for ch. 8 WIRM (TV) Iron Mountain, Mich., originally granted in November 1959. Hearing Examiner James D. Cunningham granted the Valley Telecasting petition (BROADCASTING, Dec. 26, 1960) to dismiss its application for ch. 9 Wausau, Wis., which was in comparative hearing with Central Wisconsin Tv Inc.

The Wausau application was dismissed because of inability to find a tower site acceptable to aeronautics and still meeting coverage requirements, Valley President Clayton Ewing stated. Valley Telecasting Co. owns WFRV (TV) Green Bay, Wis.

PROGRAMMING

Live presidential news conferences in store

SALINGER, NETWORKS AGREE ON 'LIAISON AGENCY'

Presidential news conferences will move from recorded to live and/or recorded broadcasts when President-elect John F. Kennedy assumes office Jan. 20. The change was disclosed last week as Pierre Salinger, the President-elect's news secretary, conferred with news spokesmen for the national networks.

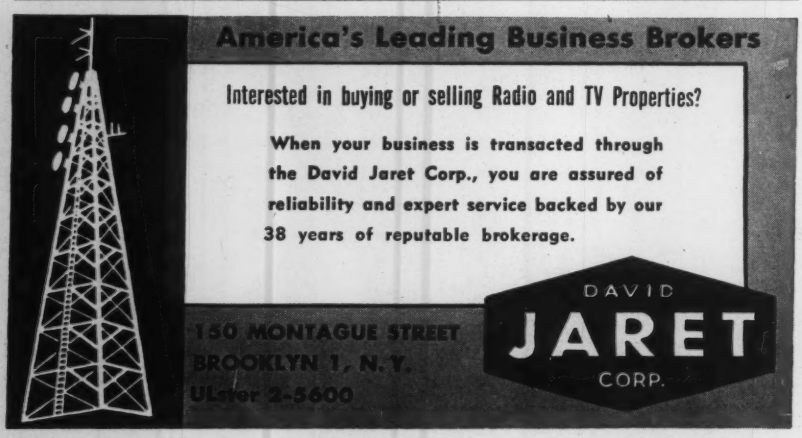
Basic ground rules for broadcast coverage of the White House were reviewed by Mr. Salinger and the network newsmen at a Dec. 27 conference held at Sen. Kennedy's Palm Beach, Fla., headquarters. A revolving network committee will act as liaison agency with Mr. Salinger, following the pattern of recent administrations. Lewis W. Shollenberger, CBS, is current chairman of the liaison group.

In announcing the revised broadcast rules, Mr. Salinger said the President will revise the scheduling of his news conferences so news will break for media in both morning and afternoon. This differs from the Eisenhower policy, under which practically all conferences were held at 10:30 a.m., generally on Wednesdays.

Mr. Salinger said the new President plans to hold an occasional unscheduled conference in prime early-evening time. These will be available to both radio and television.

In addition, live radio-tv coverage of other news conferences is expected to be permitted if broadcasters ask advance permission. Mr. Salinger made clear there would be no administration effort to induce networks to cover scheduled conferences, which will alternate between 10:30 a.m. and 4 p.m. to give afternoon and morning papers an even break.

Fireside Chats ■ Sen. Kennedy, it was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Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 38 years of reputable brokerage.
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indicated, would use broadcast media at times to reach the general public, following roughly the pattern of President Franklin D. Roosevelt's fireside chats. He plans to hold more frequent news conferences than President Eisenhower.

The new rules mean that the President may be quoted as he speaks in contrast to the Eisenhower rules. The present administration has permitted radio-tv recording at conferences, reserving but rarely employing the right to delete or edit. This safeguard will be eliminated. Sen. Kennedy is considering abandonment of the requirement that reporters identify themselves when they ask questions. This requirement has been blamed for occasional charges that reporters have used conferences for personal publicity.

Print media reporters howled Dec. 27 when Mr. Salinger later told them about the new rules. Several big-name correspondents charged that the White House was going to save its best news for conferences that would be broadcast live. Mr. Salinger said this concept was entirely inaccurate, adding, "We have never tailored the news to fit the time, and we are not going to do that." He conceded the new President might decide to make a particular announcement at one of the evening conferences.

Attending the Salinger meeting with network newsmen were William R. McAndrew, NBC vice president-news director and Elmer W. Lower, NBC Washington; Sig Mickelson, president of CBS News, and Mr. Shollenberger, CBS Washington; Joseph Keating, vice president of MBS and Stephen J. McCormick, MBS Washington; Robert H. Fleming, ABC Washington.

Writer charges Edwards' owned tv show was rigged

NBC said last week that periodic checks had turned up no supporting evidence but that it would investigate charges made by free-lance writer Al Blake that he rigged 40 episodes of NBC-TV's *It Could Be You* (weekdays, 12:30-12:55 p.m. EST). The allegation was made in a Blake-bylined story, "I Rigged 40 of Ralph Edwards' Tv Shows," appearing in the February issue of *Confidential* magazine, which was published Dec. 29. Mr. Edwards owns the Los Angeles-based show which is an audience-participation program concerned with stories about unsuspecting members of the studio audience who are later awarded merchandise prizes for their exposure.

Mr. Blake, who is 70 years old, claims in the article that he was asked in 1956 by the program's producer, Stephen Hatos, to submit scripts for the program and every story that he subsequently wrote was pure fraud. He further charged that he personally rehearsed his landlady, his newsboy and other acquaintances for appearances as "surprised" guests on the show. According to Mr. Blake, the rigging was done with the full knowledge and assistance of his immediate superiors on the program. He did not, however, implicate Mr. Edwards.

Mr. Edwards issued an immediate denial of having had any knowledge of manufactured material used on the show. He said he has affidavits from Mr. Hatos and his present staff "denying that they were in any way in collusion with Blake." While acknowledging that Mr. Blake was used as source for material, Mr. Edwards claimed that the writer was never a member of the staff and never wrote for it. In his statement, Mr. Edwards also said that Mr. Blake's material was not accepted after August 1958.

NBC was equally emphatic in declaring its lack of information concerning any wrongdoings on the program. In response to queries, NBC said in part, *"It Could Be You* has been checked periodically since late 1959 and this checking has revealed no instances of irregularities or improper procedures." The network said it would conduct a specific investigation of the allegations.

The long, long wait

On watch outside the emergency room of one of Houston's busiest hospitals, the KHOU-TV Houston mobile crew was primed and ready for anything. Its assignment: get on tape, for a special on emergency room practices, the steady flow of cases brought in on an average night. But the crew just waited. Not a single case walked in or was carried in during what turned out to be the quietest night in the history of the hospital.

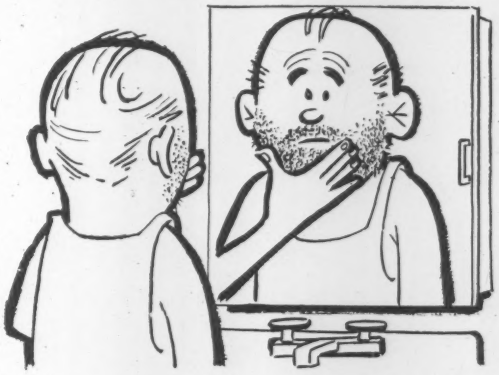
SHIPPER DIVERSIFIES

Norwegian magnate goes into production of tv adventures

Televenture Inc., a new tv film production company with a built-in international scope, has just opened offices in New York and Copenhagen, Denmark, for the production and sales of "true-life" programs.

In a diversification of his world-wide marine interests, Soren Christensen, president of Televenture, told BROADCASTING last week that the support and cooperation of his other operations around the world will enable Televenture to produce films at a considerably lower unit cost than most other U. S. or European organizations specializing in this production category.

Mr. Christensen, a blond, blue-eyed Norwegian in his mid-40's, is president



WAVE-TV viewers have 28.8% more HEAVY BEARDS

—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

Sports Illustrated, Dec. 26, 1960. Drawn by Edward Sorel

Another Time Inc. publication belts free tv

The Dec. 26, 1960, issue of *Sports Illustrated* in a nine-page article proclaims that pay tv would be good for sports and the general public. And, the magazine concludes, it is not representatives of the public that object to pay tv—but movie exhibitors and "the morally virtuous attitude" of broadcasters of commercial network television.

Time Inc.'s *Sports Illustrated* modestly declares that its findings ". . . should help both the government and the public . . ." decide if pay tv should be authorized. The article is illustrated with drawings which take stereotyped digs at commercial tv.

Titled "The $6,000,000,000 Question," the article says that the NAB ". . . has put every obstacle it could think of in the way of its [pay tv] further development." Thomas O'Neil, RKO General and its Hartford Phonevision Co. and Zenith are pictured as saviours of the public interest for their efforts to test pay tv in Hartford, Conn. Congressional hearings and the FCC Hartford hearing are explained as legalisms and delaying tactics by broadcasters.

Special attention is given to CBS and its president, Frank Stanton. The article states that just before 1958 House hearings on subscription tv, CBS gave a party in Washington for 1,300 featuring ". . . CBS affiliates from all over the country, earnestly briefing their local congressmen on the pernicious perils of pay tv. It was Dr. Stanton . . . who during the hearings most eloquently informed the congressmen of the horrors that would follow in pay tv's wake."

This is the way the magazine paraphrased the CBS head's testimony on annual expenditures for pay tv by the average family, based on current free viewing:

"Certainly it was not a pretty prospect, this: the family huddled in the dark around its pay tv set, shoving the half dollars in the slot to get their daily ration of Perry Como, baseball and the other stuff they crave, while every day they grow more snaggle-toothed, their shoes wear thin, father doesn't shave, mother gets skin blemishes and the children decline into fatal cases of pneumonia."

The magazine concedes what opponents always have claimed and propenents denied—that advertising will find its way into homes via pay tv. It also predicts that "1961 will find O'Neil making the country's first really large-scale long-term test of over-the-air pay tv."

of Thor Dahl Inc., a shipping agency for numerous ship lines, and associated also with whaling operations and a sealing fleet operating out of the Scandinavian countries. This shipping magnate is convinced Televenture production costs can be trimmed through his network of shipping agents with whom he maintains regular contact via cable, telephone and correspondence. Located in practically every port city, Mr. Christensen's "port captains" will assist Televenture's camera crews in the routine, but time-consuming, arrangements of "setting up" for filming. It's expected that the inevitable rad tape of getting equipment ashore and going through customs can be reduced. Their assistance will be valuable also in locating suitable (and economical) housing as compared to "luxury" (and costly) hotels, in handling travel arrangements and in getting around language restrictions. Film crews consequently will begin work immediately on their arrival.

MORE LISTENERS PER DOLLAR ON KRLA

THE NEW LEADER IN LOS ANGELES RADIO

DIAL 1110 • 50,000 WATTS

REPRESENTED NATIONALLY BY DONALD COOKE INC.

This man is talking transmitters. He's a Collins broadcast sales engineer. His knowledge of the broadcast business makes him an important man at Collins because broadcast equipment is an important part of Collins business.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

The speed-up in television news coverage

'EYEWITNESS' DOES LAST MINUTE SHIFT TO AIR CRASH

Network techniques of treating news in depth are improving and becoming more common as each of the television networks steps up its news and public affairs programming this season.

Yet *Eyewitness to History*, the CBS-TV, Friday, 10:30-11 p.m. weekly show that's devoted to this concept, has indicated just how much faster and further electronic journalism can go today than in past years.

The series, sponsored by Firestone Tire & Rubber Co. through Campbell-Ewald, quickly had to readjust its thinking two weeks in a row in mid-December in order to get on the air with background coverage on fast-breaking news stories.

As a result film footage and reels of video tape used in preparation for programs which never materialized are fattening the CBS News library for possible use on another day (and probably on other shows).

The instant whipping-up of half-hour shows came on Dec. 16 (the mid-air collision over New York that day of two passenger planes) and on Dec. 23 (the disastrous fire Dec. 19 on the aircraft carrier *U.S.S. Constellation* under construction in Brooklyn's naval yard).

Sequence ▪ This briefly is a reconstruction of the events leading to the programming of both these shows:

On Dec. 13 (a Tuesday and three days before that week's show was scheduled to go on the air) Charles Kuralt, CBS news correspondent, who at 26 is one of the youngest network news commentators, had decided that it would appear promising for an *Eyewitness* show on President-elect Kennedy's cabinet appointments in view of an expected flurry of announcements from Washington. But at the same time France's Charles De Gaulle had returned from Algeria and it then seemed possible that a study of the action in Algeria might be best.

By late Tuesday additional talks had been held with Kendrick Shoenbrun, the CBS correspondent in France. By 10 that night he was told to drop the story on Algeria. It then looked as if the cabinet-appointment story was certain.

Filming and taping proceeded in Washington with the climactic point expected on Friday (Dec. 16) the same day as the show's air date and the date when President-elect Kennedy was expected to appoint "some big ones." From a mobile unit at the Kennedy home in Georgetown, video-tape recording was underway. The story, said the program's producers last week in recalling the events, had "fallen into our laps. They were working out perfectly." In effect, the taping of Mr. Kennedy's announcements and statements on his cabinet formation was continuing without a hitch.

At perhaps mid-way through the taping, a bulletin on the crash was received that indicated it might be the biggest air disaster of all time. A few minutes later, Les Midgely, the program's executive producer, met with John Day of CBS News and after conferring on latest crash developments, the decision was made to switch program plans from the cabinet to the crash.

The recording had been closed circuit to CBS in New York. The program's producers had been monitoring the taping and thus had a two-way communication set up between New York and Washington. Once the decision had been made in New York, Mr. Kuralt was contacted and told to complete the taping but then get on an airplane and return to New York immediately. (Two hours later Mr. Kuralt was on his way to New York to do the program on the air crash that had occurred only that morning).

The Fire Story ▪ Monday (Dec. 19) a meeting was held in New York on tentative plans for the Friday program. The fire on the aircraft carrier had started that day with most of the staff dispersed to help the network's news operation—"it was too chaotic to make a decision about Friday's show." In the plans at that time also: a possible story on the arrival of bad weather in most parts of the U. S. and the effect of this on both Christmas and the economy, and still a probable depth study of the Algerian situation ("it was then very much alive").

By Tuesday, Dec. 20, two shows were being considered, one on the weather and the other on the aircraft carrier. The Algerian situation again was dropped. As explained by the show's producers, "During this time the *Constellation* [aircraft carrier] story kept intruding and forcing itself on our thinking." By Tuesday afternoon, the weather story—then in outline form—was scrapped and the unit "went all out for the *Constellation's* coverage."

Fast Footwork ▪ Immediately the program producers scoured film for footage on historic disasters of the *Constellation*-type as well as gathering reports on the burning of the *Constellation* itself.

By program time on Dec. 23, "Wake

MORE THAN 50 GOOD REASONS WHY...

the GATES 5 KW FM Transmitter is Your BEST BUY

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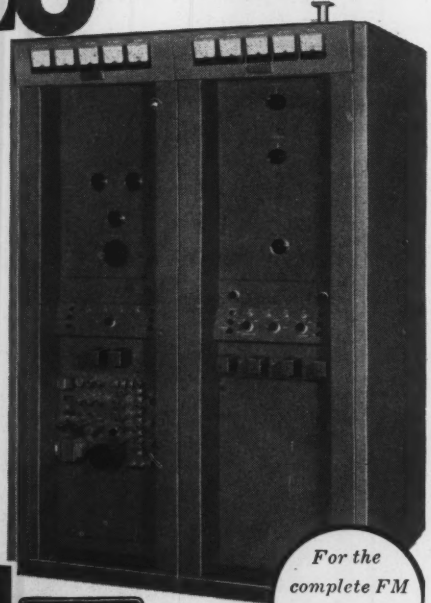

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of the *Constellation"* was ready: A full background report including a visit to the gutted ship.

These quick adjustments two weeks in a row were unusual but the change of horses in midstream has happened a few times before in the current season. One of the more notable: A program probing the nation of Japan with emphasis on previewing elections then coming up in the country was scrapped less than 48 hours before air time when New Orleans rioting (over integration of schools) reached a point where it had become a dramatic story of top national interest. An on-the-spot program was originated at New Orleans.

'Face the Nation' change

Face of CBS-TV public affairs program *Face the Nation* definitely will be lifted next month. Show's format will change from current emphasis on interviews into possibly series of debates involving personalities in news. Currently in Monday 10:30-11 p.m. period, program will switch Jan. 12 to Thursday, alternating with *CBS Reports* (10-11 p.m., with every second show half-hour to allow local fill for other period).

COLORCASTING

Jan. 3-6, 9-11 (6-630 a.m.) **Continental Classroom** (modern chemistry), sust.
Jan. 3-6, 9-11 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.
Jan. 2-6, 9-11 (10:30-11 a.m.) **Play Your Hunch,** part.
Jan. 2-6, 9-11 (11-11:30 a.m.) **The Price Is Right,** part.
Jan. 2 (11:45 a.m.-1:45 p.m.) **Tournament of Roses Parade,** Minute Maid through Ted Bates.
Jan. 2 (1:45-Conclusion) **Sugar Bowl Football Game,** part.
Jan. 3-6, 9-11 (12:30-12:55 p.m.) **It Could Be You,** part.
Jan. 3-5, 9-11 (2-2:30 p.m.) **The Jan Murray Show,** part.
Jan. 3-5, 9-11 (11:15-1 a.m.) **The Jack Paar Show,** part.
Jan. 4, 11 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.
Jan. 4, 11 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.
Jan. 5 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.
Jan. 6 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.
Jan. 7 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.
Jan. 7 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.
Jan. 7 (3:15-conclusion) **The Senior Bowl Football Game,** part.
Jan. 7 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.
Jan. 8 (6-6:30 p.m.) **Meet the Press,** sust.
Jan. 8 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beechnut through Young & Rubicam.
Jan. 8 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

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Monitor South—'a labor of love' to be reckoned with

"We're tired of seeing network programs that portray all white southerners as ignorant, degenerate and villainous and all Negroes as straight out of Oxford," the head of a carefully-formed, three-year-old-organization, "Monitor South," explained last week in describing how his organization plans to encourage economic sanctions against the sponsors of network programs distasteful to southerners.

Ned Touchstone, executive director of Monitor South and owner of Bossier City Printing Co., Bossier City, La., a Shreveport suburb, said the organization plans to make tapes of radio and tv network programs, study them for evidence of "deliberate distortion" and make the results known to some 2,700 patriotic and civic groups which have requested them throughout the 13 southern states.

Mr. Touchstone quickly cited an instance. On last season's Garry Moore show, he said, some of the material was "sociologically offensive" to southern viewers. Although Monitor South had not become active and had no part in it, he said, "merchants in this part of the South took Kellogg's (cereal products) off their shelves. Kellogg's said: 'We have no control over the program.' We said: 'You do. You paid for it. And we have control over our children.'"

A Kellogg's representative hurried to Shreveport to patch things up, he said, and had difficulty finding a restaurant which would serve him his product. The result: Kellogg's and Pittsburgh Plate Glass, co-sponsors of the Moore show, failed to renew. Another result: "The show is not offensive now. Everybody's happy."

Head Beaters ▪ Mr. Touchstone also was quick to deny that Monitor South's function is to boycott advertisers. Its object, he said, is to improve relations between the networks and the southern states. Millions of dollars in advertising budgets are being used, "with or without the consent of the sponsors of major network shows," to promote slanted, leftist views instead of for legitimate advertising. "They take an advertising budget and beat us over the head with it," he said.

As an example, he cited the NBC-TV program, *White Paper,* which ran on the network Dec. 20. It pictured the people of the South as "backward," he said. WDSU-TV New Orleans, which previewed the program by closed circuit, refused to carry it on grounds it was "non-objective" and amounted to a "school for crime," Mr. Touchstone said.

NBC-TV sources confirmed the report that WDSU-TV New Orleans did not carry the Dec. 20th *White Paper,* but said they seriously doubted it was for the reasons ascribed by Mr. Touchstone. They said four other southern stations also did not carry the program, but did not indicate the reasons: WALA-TV Mobile, WAPI-TV Birmingham, KTBS-TV Shreveport and WMCT (TV) Memphis.

Most southern stations do likewise with such programs when they have a chance to view them first, Mr. Touchstone said. One of Monitor South's functions is to secure a tape of a controversial program in an area where it is carried on a station so a report on it may be made available in an area where the local station rejects it in advance. Thus, its sanctions can be applied on a southwide basis, even though the program and its commercials may not be carried in all southern cities.

Monitor South, he said, is not interested in integration or segregation of the races, but in "preserving property values—keeping things in perspective." Asked for an explanation of this, Mr. Touchstone said the businessmen who make up membership are "patriotic people who believe in the U. S. as it was founded; who don't want to see the communications media used for brainwashing or to perpetuate false images." Monitor South, which operates from contributions by businessmen, will not knowingly accept a contribution from a competitor of one of the sponsors the organization directs its sanctions against, he said.

Men of Means ▪ Monitor South, Mr. Touchstone said, was formed in 1957, but has waited until this time before becoming active because it wanted to move from a position of economic strength across the entire South. Many of the businessmen contributors perform tape monitoring, he said. Monitor South pays for the tapes when necessary, but most persons acting as monitors are people of "means," well able to pay the costs. And, he said, it's a "labor of love."

The organization, he said, isn't interested in simple differences in opinions or in liberal viewpoints that a person might have learned in college. "We may have a lot of things on tape we don't like," he said, but Monitor South waits until it has established a "deliberate pattern of distortion" before moving.

"Our interests are in dedicated leftists, those who consistently smear the institutions of this country," he said. Besides its businessmen members, Monitor South also boasts a number of people in "high places," Mr. Touchstone said. He indicated these are members of Congress and other public officials who joined Monitor South "clandestinely" after being subjected to "insulting interviews" which "burned them up." But such interviews did not occur on network news panel shows, he said. These elected officials belong secretly because in their position they must keep "good press and good radio and tv" relations, Mr. Touchstone said.

Broadcast station people have not been invited to join Monitor South because it might get them into trouble at the FCC, which is subjected to political pressure, he said. But he said "a number of television people have said privately that they appreciate what we're doing."

Here are some of Monitor South's future projects:

- It plans to disclose soon a list of several "highly placed" individuals, all of whom served in the "Lincoln Brigade" in the Spanish Civil War of the 1930's. Some of these are employed by southern broadcast stations and are being "watched closely," Mr. Touchstone said.
- Monitor South is asking the Texas Co. to "clean up" one of its television shows. (Texaco sponsors the Huntley-Brinkley news show on NBC-TV five nights a week at 6:45-7 p.m. Agency is Cunningham & Walsh.)
- Monitor South is considering ways it can move against "one, if not two" national general circulation magazines which the organization feels have distorted southern positions and people.

Mr. Touchstone declined to comment on whether Monitor South feels a specific network is more offensive to its viewpoint than others. He also refused to comment on the number of members in the group, but said membership is widespread enough to monitor network-affiliated tv stations in all southern cities.

He said he wants to stress that his organization is "very conservative" and will use all caution to keep "innocent parties" from being hurt.

BROADCASTING ENDING BANNER YEAR

NAB Policy Committee happy about '60, hopeful for '61

The year 1960 was unexpectedly bright for broadcasting—after a slow start—and 1961 promises to be better.

This evaluation of the industry's position at the yearend was made by the NAB Policy Committee, headed by Clair R. McCollough, Steinman Stations. Other members are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and G. Richard Shafto, WIS-AM-TV Columbia, S. C.

Looking back over the 12-month period, the committee recalled the investigations and scandal charges of the early weeks and then reviewed the forward progress as broadcasters coped with these problems.

The new year opens with a new president—Gov. LeRoy Collins of Florida—taking over the top NAB administrative post (story page 48). He succeeds Harold E. Fellows, who died in March. The Policy Committee has been directing association affairs since his death.

Citing specific signs of progress, the committee listed the following:

- Total number of radio-tv stations on the air increased 220 to more than 4,800 (3,537 am, 806 fm and 496 tv).
- Impartial handling of presidential debates under suspension of Sec. 315.
- Progress in winning acceptance of the NAB view that broadcasters should determine community needs and plan programming to meet them.
- Improved self-regulatory system through radio and tv codes.

"Broadcasting has emerged from its blackest days of 1959 and early 1960 to be accorded a higher degree of faith and freedom by the legislative and regulatory agencies of government," Mr. McCollough said. "With initiative and vigor the industry can now continue to move forward, to grow in influence, both economic and social, and to work for the public interest less hampered than ever before by archaic and unnecessary legislative and regulatory controls. The broadcast year of 1960, although replete at times with bad headlines for our medium, will be recorded as the year in which the industry reached the threshold of freedom and influence which it has sought throughout its history."

NAB membership reached an all-time record in 1960, 2,623 radio and tv stations, plus all national networks, a gain of 260 stations. The annual convention drew an official registration of 2,810 and 1,925 registered for the eight fall conferences. These, too, are records.

The Radio Code was extended in mid-1960 to non-members and put on a paid subscription basis. As of Dec. 1 there were 1,093 radio subscribers. The tv code had 384 subscribers. A new tv code office was opened in New York.

Mr. McCollough laid down these goals for the coming year: Determined effort to bolster the nation's economy through ethical advertising; dedication to the cause of better education; understanding of the public interest so it can be met in a climate of decision freely made; concerted attempt to portray the industry to the public for what it is and aspires to become.

KVUE (TV) asks creditors not to press for payment

KVUE (TV) Sacramento, Calif., which went off the air because of financial difficulties March 21, 1960, has sent a letter to its creditors asking them not to press payment. It explains that the current owners wish to re-capitalize and go back on the air rather than declare the station bankrupt.

Melvyn E. Lucas and Henry P. Deane currently hold stock proxies for the station. In their letter they attribute the deficit-record of KVUE to its being a uhf competing against two vhfs. They claim the FCC is still considering assigning ch. 12, now in Chico, Calif., to Sacramento, deintermixing Sacramento and giving them a competitive opportunity. They say KVUE has "spent thousands of dollars in legal and other fees to accomplish this objective."

In asking creditors to wait, the KVUE interests say that if the station is declared bankrupt, creditors will re-

PGW's new 'colonels'

For the 12th year in a row, Peters, Griffin, Woodward Inc., station representative, has announced its so-called "Colonels of the Year." The honors go to a person each in radio and tv at PGW for their personal growth within the company and for contributions to stations represented and to advertisers. Winners for 1960 announced today (Jan. 2): Thomas A. Taylor in the Chicago office (in radio) and William G. Walters in the New York office (in television). Along with the awards go financial considerations.

The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

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"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

Collins takes over NAB leadership

FLORIDA GOVERNOR BRINGS EXPERIENCE, SPIRIT TO NEW ROLE

A new leader, Gov. LeRoy Collins of Florida, assumes the NAB presidency this week.

With a background of six years as head of a state and a quarter-century in public life, he moves into the association's Washington headquarters as its fourth paid president, succeeding the late Harold E. Fellows.

Gov. Collins takes over the association's helm from a 3-man regency that has guided its administration since Mr. Fellows' death last March. Clair R. McCollough, Steinman Stations, is chairman of this policy group, flanked by G. Richard Shafto, WIS-AM-TV Columbia, S. C., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill.

John L. Perry, administrative assistant to Gov. Collins, moves with him to Washington as assistant to the president. Mr. Perry has commuted between Tallahassee, Fla., and NAB headquarters since Dec. 1, when he went on the association payroll.

Busy Calendar ▪ Several engagements are on Gov. Collins' calendar as he takes office. He will make his first industry appearance Jan. 13 at the annual dinner of the Federal Communications Bar Assn., where he will make a formal address.

Among association events are the Am Radio Committee meeting in Washington, Jan. 11; Radio Code Board, Jan. 12-13 in Washington; Tv Code Board in Hollywood, Feb. 2-3 and the NAB Board winter meeting, Feb. 6-10, in Palm Springs, Calif.

The new president sat in briefly at the Oct. 10 meetings of the Radio and Tv Boards, immediately after his election to the presidency (BROADCASTING, Oct. 17, 1960). Since that time he has been studying documentary material supplied by association headquarters, familiarizing himself with both association and industry problems.

Last week he indicated he hoped to be at his Washington desk Thursday or Friday, depending on the windup of his gubernatorial functions in Tallahassee and the mechanics of moving out of the governor's mansion to "The Grove," his Tallahassee home, and then to Washington.

With Mrs. Collins and their youngest daughter, Darby, aged 11, he will live in a Sheraton Park Hotel apartment for the time being. Later he may undertake the task of house hunting.

The Collins office at NAB headquarters, 1771 N St., will be that occupied by his predecessors, Judge Justin Miller (1944-51) and Mr. Fellows (1951-60). A file storage room is being eliminated at the entrance to make space for Mr. Perry. Gov. Collins' secretary will be Betty Ellenberger, who served Thad Brown, former tv vice president, and his successor, Charles H. Tower. Florence Mitchell, Mr. Fellows' secretary, was named secretary to Howard H. Bell, industry affairs vice president, last autumn after completing the job of sorting files and handling personal effects.

Invitations Declined ▪ Gov. Collins has declined "a raft of invitations" to speak and to attend industry and social affairs during the first few weeks of his administration. He has declined to comment specifically on industry problems until he takes office and becomes more familiar with them.

As he enters the job he will find the 87th Congress getting under way. On Capitol Hill he faces the prospect of new legislation directed at the industry. This is expected to include restrictive network regulations, possible curtailing of station transfers and proposals to provide permanent relief from the equal-time clause (Sec. 315) of the Communications Act.

Then, too, he faces possible legislative inquiries on a number of phases of broadcasting including the way stations met public service responsibilities during the election.

But he'll be at home in this legislative atmosphere after six years in the Florida gubernatorial chair. Prior to that he served as a state legislator and also has extensive legal experience representing public utilities before state bodies. Furthermore, he enjoys personal acquaintance with most of the leading figures in official Washington as a result of his activities in public life and his role last July as permanent chairman of the Democratic convention in Los Angeles.

Enthusiastic President ▪ NAB's new president enters the position bubbling with enthusiasm. "I am as excited about this new assignment as I was when I took office as Governor of Florida," he told BROADCASTING. "Both pose grave responsibilities which offer great opportunities for public service.

"To me broadcasting is more than an industry. I look upon it as a vital and indispensable part of America and its culture. Like America itself, broadcasting is relatively young but nonetheless rich in accomplishments. Great progress has been made in broadcasting as in America and of this we can be justly proud.

"There are sound principles which undergird both and which must be preserved and strengthened. But in broadcasting as in America there

ceive nothing and that they will lose their license. They state the station billed $8,000 in 4½ months of operations, while a total of $120,000 in operating capital was expended, incurring a large deficit.

Media reports...

Scholarship fund ▪ WLOL Minneapolis-St. Paul has established a scholarship to encourage and assist students going into broadcasting as a profession. Resident students will become eligible upon completion of two years at the U. of Minnesota if they are taking courses which will prepare them for a career in radio-tv or allied fields. The first award will be made to a student entering junior classes in the fall of 1961.

For foreign visitors ▪ WCAU-TV Philadelphia has recorded the Liberty Bell story in five foreign languages and presented the tapes to the Independence National Historical Park, in that city. The taped message, in Spanish, French, German, Italian and Russian, will enable virtually all of the more than 50,000 foreigners who visit the birthplace of American liberty each year to hear the Liberty Bell story in their native tongue.

Stations ring bell ▪ KREX-TV Grand Junction and KLZ Denver, both Colorado, were awarded School Bell Awards by the Colorado Education Assn. for "distinguished service" in their coverage and interpretation of educational news. The awards, initiated this year by the CEA, went also to representatives of print media.

always will be the impelling need to continue to make more and more progress and it is our responsibility to make both broadcasting and our nation ever better.

"I intend to devote all my mind and strength toward that end. There is a tremendous job to be done, a job we can accomplish if we can agree on basic common goals and work together to attain them."

The governor has a 3-year contract with NAB at $75,000 a year plus about $12,500 for expenses, close to the salary paid Mr. Fellows at the time of his death. The Collins contract will be reviewed at the end of the second year, with the possibility that a 5-year extension will be considered should the new president meet the expectations of the special selection committee that selected him last autumn. C. Howard Lane, KOIN-AM-TV Portland, Ore., was chairman of the selection committee.

Gov. Collins—officially at the helm

Impressive Record ▪ The gubernatorial attainments during six exciting years in Florida include record highway construction; promotion of tourism and new industries (Florida drew 11 million visitors during the year and led all other states in new plant locations); creation of state merit system; prison reform; highway safety; expansion of mental health facilities; creation of new state university and plans for another; establishment of state educational tv program, nuclear development research, aggressive law enforcement, higher teacher pay and increased unemployment compensation.

The "quickie divorce" law was abolished, freedom of information replaced previous official secrecy and the criminal justice code was reformed. Gov. Collins was aggressive in maintaining a climate of moderation on racial issues and defeated attempts to close public schools. He started but was unable to accomplish reapportionment of the state legislature and rewriting of the state constitution.

In public life Gov. Collins learned to like the role of leadership. He readily accepted the violent criticism his firm stand on such tricky matters as race relations and education drew from the state and nation. In a talk last autumn he made this pointed statement, "Leaders cannot stand still. They must take sides, stand up and be counted and keep moving forward."

He elaborated this way, "It is one thing to stand up and speak out clearly on behalf of some cause when there is no longer any uncertainty about its triumph. It is something else to stick your neck out when the cause is unpopular and keep it out there while even your friends may be disapproving and others jeering."

In a similar vein he spoke these words at the conclusion of his address to the Democratic convention, "Ours is the generation in which great decisions can no longer be passed to the next. The hour grows late, and you and I have work to do."

On Industry Morality ▪ As to the duties of executives in a regulated industry, he said they "are not exempt from moral considerations when they see an opportunity to increase their stockholders' profits by exerting their political influence to corrupt and sway a regulatory agency charged with the responsibility of protecting the public interest."

On the subject of free communications, he said, "It is quite one thing to praise the free press in a campaign—but it is quite another thing to retain a strong conviction of the importance of a free press when its critical guns are trained on you and your blood pressure surges upward."

After his Democratic convention performance Gov. Collins was widely mentioned as Cabinet or diplomatic material. Instead he has accepted one of the most responsible posts in American industry—head of the broadcasters' trade association at a critical time in history.

Changes at WARL ▪ WARL-AM-FM Arlington, Va., is now known as WAVA-AM-FM and has begun formal operation of its 20 kw fm transmitter, installed recently.

Fourth etv station for Alabama Network ▪ The Alabama Educational Tv Commission has announced a fourth educational station will be added to the AETC network. The station will be established at Montgomery, Ala., and will be the fourth link in a tv cable system that is available to the Tri-city area. AETC has expressed interest in establishing a fifth outlet in Mobile when funds are available.

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week, subject to FCC approval:*

▪ KRKD-AM-FM Los Angeles: Sold by Trans-American Broadcasting Corp. to International Church of Four Square Gospel, that city, for $1.5 million. Four Square Gospel, owns KFSG, that city, which shares time with KRKD-AM. Entire cash financing is being handled through Bank of America. Principals of Trans-American include Jack D. Feldman, president; estate of Robert Yakel; Al Zugsmith and Frank Oxarart. Dr. Rolf K. McPherson is president of Four Square Gospel and Dr. M. D. Buchen is general manager of the broadcast division. KRKD operates on 1150 kc, with 5 kw D and 1 kw N. KRKD-FM is on 96.3 mc. with 54 kw.

COLOR TV'S ROSY HUE

Gen. Sarnoff reports RCA profit from color set sales will top $1 million for year just ended

The most encouraging status report color television has yet received was issued last week by RCA.

Brig. Gen. David Sarnoff, RCA board chairman, said the company's 1960 profit from color television receiver sales "was measured in seven figures." This indication that profits had reached at least $1 million came just a year after Gen. Sarnoff reported that in 1959 RCA's color tv operation was in the black for the first time.

RCA is by long odds the chief developer, manufacturer and promoter of color tv.

Gen. Sarnoff's disclosures were contained in a yearend statement which also noted: "In 1960, when industry sales of consumer durables eased off and black-and-white tv dropped 7%, color television showed the sharpest rise of any major consumer product on the market—up 30% over 1959. Scarcely six years away from the test tubes, color television achieved the status of a more than $100 million-a-year business."

Other RCA sources meanwhile summed up some of the reasons behind color tv's advances in 1960, aside from the heavy schedule of color programming on NBC-TV. For one thing, they said, more and more dealers were persuaded to display color sets in operation; the number of so-called "key dealers," those displaying at least four color tv models, tripled during the year.

The Average Buyer ▪ In addition, these sources said, most of the color set sales were in the "middle of the line" models—those retailing in the $600-750 price range—rather than those at the low end of the price scale which starts at $495. Especially encouraging, they said, were research findings that more and more middle-income people are buying color sets. The average color buyer, it was found, is now in the $8,000-$9,000 income group.

Most RCA distributors showed gains of 25% to 75% in color sales during the year and some reported gains of 100% or more, according to RCA authorities.

Gen. Sarnoff's review of 1960 said that although the year did not live up to most economists' predictions, it was "in many ways the most significant and the most promising of the many years in which I have worked in electronics." Investments and developments in research and innovation, advances made in the exploration of space, and the stepped-up pace of new-product development were factors cited as insuring "that the decade ahead will soar even higher than the optimists of 1959 claimed and the pessimists of 1960 now disclaim."

He said four out of every five dollars of RCA's record 1960 sales came from products that were researched and developed after World War II. Moreover, he said, "I believe that the products of research—those in being now and those yet to come—will double RCA's sales volume before the 60s end."

Fantasy Becomes Reality ▪ Gen. Sarnoff said advances made in 1960 provide "the technical capability of achieving goals previously regarded as fantasy." As an example he said that "satellite systems for world-wide communications, including television and radio, will be ready for experimental use by 1965, and for extensive national and international commercial application by 1970. They will add speed, capacity, versatility and reliability to both domestic and intercontinental service, and will eventually reduce the cost of these services for the consumer."

He noted that research develops offshoots of established products as well as creates new ones: "Radio, for example, written off three years ago by some as a "saturated market," was reinvigorated by the development of pocket-size transistor portables, and by 1960 the radio market had almost doubled."

Gen. Sarnoff also reported that RCA has put into use the RCA 501 computers it makes and which were used on election night to forecast the outcome of the presidential vote. "Less than a month after the election, RCA was using these new computer techniques to forecast its own television receiver sales for 1961," he stated.

Technical topics...

New offices ▪ John H. Battison Assoc., Washington consulting engineering firm, has moved to 1917 Eye St., N.W., Washington 6, D. C. New telephone number is Federal 3-3813. Associated with Mr. Battison is William Zeeveld and Miss Ann Thompson.

Varactor diode ▪ RCA last week announced the development of a tiny solid-state electronic device—a "varactor" diode. Dr. Alan M. Glover, vice president and general manager of RCA Semiconductor & Materials Div., listed three contributions the new diode can make in the field of communications because of its size, weight and sensitivity: 1. development of military and commercial microwave communications systems that would be virtually invulnerable to enemy jamming techniques; 2. extend military and commercial communications into higher frequency radio bands, and 3. make possible low-cost efficient long-lived and compact microwave signal receivers that can be used in variety of applications.

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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

First live pay tv feature show set

First live feature show on TransCanada Telemeter pay-television circuit will be Thursday, Jan. 5, when Bob Newhart will entertain the 6,000 subscribers in Toronto's suburban Etobicoke area. The show will be seen starting 8:30 p.m. for more than an hour, dependent on material Mr. Newhart has arranged. The program will be recorded on video tape for showing Friday and Saturday evenings on the same pay-tv circuit. Subscribers will pay $1.25 to see the show. Mr. Newhart plans to do some of his previously televised routines as well as entirely new productions for his first live Canadian appearance.

TransCanada Telemeter is already receiving many requests for tickets to the studio performance, but the studio seats less than 100 people.

Bob Newhart is being brought to Toronto one day ahead of his live show to meet local radio and press personalities. He turned down an offer to autograph records in person at a Toronto department store.

TransCanada Telemeter is promoting the show through its *Telemeter Guide* which goes free to all pay-tv subscribers. Regular releases have been sent to all Toronto papers, radio-tv columnists and disc jockeys, some of whom have already announced the program.

Financial results will not be known for some weeks, William O. Crampton, TransCanada Telemeter manager stated. There are three full time collectors working five days each week making the rounds of the 6,000 subscribers in this test pay-tv operation. Coin boxes are collected every sixty days, Dependent on weather at this time of year, it is hoped to have some idea of the show's popularity when 500 boxes have been collected.

VOA building program proceeds on schedule

The $38 million construction of two major Voice of America relay stations —at Greenville, N. C., and Monrovia, Liberia—is on schedule for expected completion by the end of 1962 and 1963, respectively, Henry Loomis, VOA director, said in a year-end report last week.

The report to Abbott Washburn, acting director of the parent U. S. Information Agency, said the total power output of the Greenville and Liberian shortwave plants will exceed 4.8 megawatts. The Voice plans to put 18 superpower and highpower shortwave transmitters into operation at Greenville and eight in Liberia (BROADCASTING, April 25, 1960). The Greenville construction will cost $25.3 million, the Liberia facilities, $12.6 million.

Contracts let in 1960 include one Nov. 16 to RCA for design and construction of switch gear connecting transmitters and antennas at Greenville; Nov. 10, to Alpha of Texas Inc., Richardson, Tex., and Continental Electronics Manufacturing Co., Dallas, for constructing and building transmitter and receiver facilities at Greenville; Sept. 22, Gates Radio Co., Quincy, Ill., for two 50-kw transmitters in Liberia; Sept. 14, General Electric Co., Syracuse, for six 250-kw transmitters in Liberia; Aug. 30, Page Communications Engineers Inc., Washington, for architectural and engineering design of the Liberian station; June 24, RCA for 19 single sideband dual diversity receiving systems; April 11, Smith Electronics, Brecksville, Ohio, for research and development of multiple and steerable antennas.

CKOY head attacks BBG action

Duncan K. MacTavish, vice-president of CKOY Ottawa, Ont., attacked the ruling of the Board of Broadcast Governors at its December meeting at Ottawa in refusing CKOY a power increase from 5 kw to 50 kw. He pointed out that "CKOY has done what the BBG asked it to do on programs. It hardly seems fair or right for the BBG to punish CKOY by keeping its signal weak because the BBG may not like the station's programs."

He felt the BBG had not considered "the serious problem CKOY faces due to the combined factors of its position on the crowded part of the dial (1310 kc) and its present weak signal."

BOOK NOTE

■ *"Rural Television in Japan"; Unesco, Place de Fontenoy, Paris 7e, France; $3.50.*

This volume relates in detail, with charts and illustrations, the impact of television viewing clubs in rural Japan, an educational experiment conducted there in 1956-57 and similar in pattern to that in France in 1953-54. The book is part of the Unesco series of studies on "Press, Film and Radio in the World Today." The Japanese experiment did bring about a favorable change of attitude on the part of the provincial viewers, the study found, noting that the farmers were awakened to such problems as excessive labor, the need for working together and for making an effort to better themselves.

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BROADCAST ADVERTISING

Mr. Gilley

Jerry Gilley, assistant media director of Cunningham & Walsh, San Francisco, for past three years, named media director of agency's Los Angeles office. Before joining C&W he was agency representative for International Broadcasting Co., Vancouver, B. C.

Frank J. Fucito, account executive at Kenyon & Eckhardt, N. Y., elected vp.

Harmon O. Nelson, formerly radio-tv vp of Fuller & Smith & Ross, Los Angeles, joins McManus, John & Adams, that city, as broadcasting director for western division.

David Nathan, director of radio-tv at Curtis Adv., New York, promoted to vp.

John J. Hackett returns to Knox Reeves Adv., Minneapolis, as associate media director, after two years as media director for Erwin Wasey, Ruthrauff & Ryan, St. Louis.

Mr. Templeton

William B. Templeton resigns as vp and director of radio-tv at Cunningham & Walsh, N. Y., effective end of February 1961. Mr. Templeton has been at C&W since November 1959. Prior to joining C&W, he had been vp and director of radio-tv at former Bryan Houston Inc. (now merged with Fletcher Richards, Calkins & Holden). He held top radio-tv post for eight years at Houston and before that was tv production manager for the Kudner agency.

James Quest, formerly of Procter & Gamble, N. Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as account executive on Calorid.

Ted Shields, formerly with Burns W. Lee Assoc., joins West Assoc., Los Angeles agency, as senior associate for pr.

Jerry Bell joins pr staff of Ackerman Assoc., Oklahoma City.

John K. Ferree, formerly with George H. Hartman Co. and Campbell-Mithun, Chicago, to copy department of John W. Shaw Adv., that city.

Dawes Walter named advertising and pr manager, and **Richard S. Lee,** assistant advertising manager, of Pennsalt Chemicals Corp., Philadelphia. Mr. Walter had been with Atlantic Refining Co.; Mr. Lee, with Industrial Chemicals Div. of Pennsalt.

Mr. Engelke

Robert P. Engelke, assistant vp at Ted Bates & Co., N. Y., elected vp and associate media director of agency. Mr. Engelke joined Bates in 1959 as media supervisor. Prior to that he was manager of sales development for ABC-TV.

Herb B. Shor, formerly with J. Walter Thompson, N. Y., joins Rose-Martin, that city, as creative director.

John F. Devine, administrator of J. Walter Thompson Co. tv-radio department, appointed general counsel of firm. Joining Thompson's legal department in 1946, Mr. Devine was elected vp in 1954. From 1954-58 he served as chairman of radio-tv administration committee of American Assn. of Advertising Agencies. Besides his new duties, Mr. Devine will continue as administrator of tv-radio.

THE MEDIA

C. P. Pearsons Jr. elected executive vp of WKRG-TV Mobile, Ala. **William Hearin** elected vp.

Mr. McGee

Norman S. McGee, WQXR station sales vp, named acting chief executive of station during Elliott M. Sanger's six-month Paris tour as head of *New York Times* international edition. **Robert L. Krieger,** assistant commercial manager, takes on additional sales responsibilities, and **Walter Neiman** becomes acting program director in absence of Eleanor N. Sanger, who is accompanying her husband.

John A. Dobson, sales manager of WCAX-TV Burlington, Vt., since its inception in 1954, promoted to vp.

Charles R. Parker, program manager of WDRC-AM-FM Hartford, Conn., promoted to assistant general manager.

Gerald Maloney, commercial manager at WTRC Elkhart, Ind., promoted to station manager.

Floyd Bartlett, formerly with KQAQ Austin, Minn., to KDLS Perry, Iowa, as chief engineer. He will supervise station's upcoming construction.

Mr. Zahrt

Walt Zahrt, member of San Francisco office of George P. Hollingbery Co., transfers to Chicago office and will concentrate on radio sales. He is 23-year veteran of broadcasting, previously serving with WOAI San Antonio.

Hank Henry, formerly account executive at KPOJ Portland, Ore., to KURL Billings, Mont., as station manager.

George Burton, formerly account executive at WDAK Columbus, to WDAX McRae, both Georgia, as station manager.

Charles W. Loufek, formerly manager of KOME Tulsa, Okla., appointed vp and general manager of WEW St. Louis. He previously was manager of KRIB Mason City, Iowa. All are Franklin Broadcasting Co. stations. **Gordon H. Lund,** sales manager of KOME, succeeds Mr. Loufek as station manager.

Ivan Wrablik, previously supervisor of transmitter operations at WENR-FM Chicago, to management engineering staff as engineer in charge of transmitters and planning at WBKB (TV) Chicago.

Leo Durocher, formerly major league baseball manager and NBC executive joins Mutual as host of sports show.

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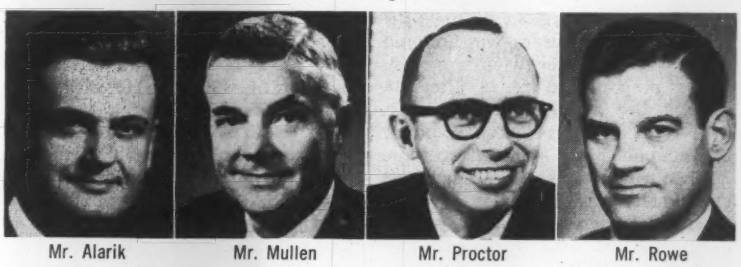
BBDO appoints four new vps



Mr. Alarik | Mr. Mullen | Mr. Proctor | Mr. Rowe

George H. Alarik, Harold C. Mullen, Dean W. Proctor and **Donald M. Rowe** elected vps of BBDO. Mr. Alarik, account group supervisor in Minneapolis office, joined agency in 1955. He had previously been advertising manager of Minnesota & Ontario Paper Co. Mr. Mullen, group supervisor in Boston, began with BBDO's marketing department in N. Y., in 1955. He was transferred to Chicago next year in account-handling capacity and returned to N. Y. in 1958. He moved to Boston last year. Mr. Proctor, who joined agency 10 years ago as account executive in N. Y., was transferred to Chicago last year as group supervisor. Mr. Rowe joined BBDO in 1950 as tv commercial producer. He has remained in N. Y. office except for 18 months as head of production in agency's Hollywood office.

Gene Linder, formerly production manager of KWTV (TV) Oklahoma City, to KFDA-TV Amarillo, Tex., as program manager.

Mr. Atwood

Jack S. Atwood, formerly station manager of WCSH-TV Portland, Me., promoted to general manager of Maine Broadcasting System stations (WCSH-AM-TV Portland, WLBZ-AM-TV Bangor and WRDO Augusta, all Maine). **Donald R. Powers** succeeds Mr. Atwood at WCSH-TV. **Bruce C. McGorrill** named sales manager of WCSH-TV.

Jack G. Carnegie, formerly program director KABL San Francisco, joins KBKC Kansas City as assistant general manager in charge of programming.

Mrs. Elizabeth B. Harris, formerly in media research department of Kenyon & Eckhardt, N. Y., appointed manager of research for ABC Radio Network. Previously she was with NBC as supervisor in audience measurement division.

Joe C. Friedman, copywriter in program promotion and merchandising department, CBS Radio, named assistant manager of that department.

James McQuade, formerly supervisor at CBS Radio Network program clearances, joins WCBS New York, as sales service manager.

Alan Sloan and **William Miller** join New York office of CBS-TV Spot Sales. Mr. Sloan transfers from WCBS-TV New York, Mr. Miller from KMOX-TV St. Louis.

Pat O'Reilly, on news staff of KNXT (TV) Los Angeles, appointed public affairs producer.

Edward F. Ryan, general manager of WTOP-AM-FM-TV Washington news department, appointed arrangements chairman of 16th annual convention of Radio Television News Directors Assn. to be held in Washington Sept. 27-30.

Bill Kimbrough, formerly with WTOC-TV Savannah, Ga., joins WJXT (TV) Jacksonville, Fla., as member of news and public affairs department.

Robert Rehg, publicity director of KMOX St. Louis, appointed director of public affairs.

Bill Jorgensen, WERE Cleveland newsman, named news director. He succeeds **Art Schreiber,** resigned.

Victor Best joins WNAC-TV Boston as newsman.

Frank Arney named associate farm director of WOW-AM-TV Omaha, Neb.

Jim Stasko, formerly with WHDH-TV Boston, to WLUK-TV Green Bay, Wis., as continuity director.

Irv Kaze, formerly with CBS-TV New York, appointed publicity director of Los Angeles Angels.

John T. Rutledge, WHOO Orlando, Fla., named director, Florida Civil Defense Emergency Communications Service. This is third broadcaster appointed to head up statewide civil defense communications; others are **Robert J. Leder,**

CLEAR CHANNEL

Radio Station WSM

650 KC

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as exclusive representatives

Effective January 1, 1961

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

WOR New York, New York state chief, and **Harry C. Weaver,** WOKE Charleston, S. C., South Carolina chief.

T. Eugene Malone, formerly account executive at WGN-AM-TV Chicago, named senior account executive at H-R Television Inc., N. Y.

Keith G. Dare appointed sales manager of WNBF-TV Binghamton, N. Y. He had been with WHCT (TV) Hartford, Conn.

Bryant W. Sandburg, formerly of WPDM Potsdam, N. Y., appointed sales manager and program manager of WSLB Odgensburg, N. Y.

Sidney P. Allen appointed national sales manager of CKLW Windsor, Ont.-Detroit. He formerly was sales executive for NBC and was vp of sales for Mutual for 23 years. He will headquarter in N. Y.

Howard A. Payne, formerly advertising and sales promotion manager of Sweda Cash Register Inc., division of Litton Industries, appointed sales promotion manager of WBBM Chicago.

Dave DeArmond joins local sales staff of WLOS-TV Asheville, N. C.

Dick Howard, 1960 Olympic bronze medal winner (400-meter hurdles), joins sales staff of KGFJ Los Angeles.

Joe Gentile rejoins CKLW-TV Windsor, Ont.-Detroit as sportscaster.

Ray Scott appointed news director of WERC Erie, Pa.

George W. Wilson, formerly announcer-personality at WSYR-AM-TV Syracuse, N. Y., to WTTG (TV) Washington as member of announcing staff.

John J. O'Connell, editor of *American Weekly* magazine, joins Mutual as week-end personality.

PROGRAMMING

Lee Traver, associate casting director for Walt Disney Productions, promoted to studio casting director. He succeeds **Jack Baur,** who returns to Universal-International.

Richard Gessell, radio news editor in Baltimore bureau of Associated Press, transferred to AP broadcast desk, New York.

Samuel P. Norton named president of newly created National Amusement division of National Theatres & Television, Beverly Hills, Calif.

Leith Stevens reelected president of Composers & Lyricists Guild of America. Eastern section of guild's executive board elected **Elie Siegmeister,** first vp; **John Gart,** third vp; **David Terry,** assistant secretary - treasurer. Western section elected **David Raksin,** second vp; **Jerry Livingston,** secretary-treasurer.

Stuart H. Woodruff, west coast operations manager for Warner Bros. Records, promoted to divisional sales manager, eastern district. Succeeding him on west coast is **Gene Benson.**

Renville McMann, formerly eastern sales and merchandising director of radio and tv at Westinghouse Electric Co., joins Trans-Lux Corp., N. Y., to direct company's expansion in closed-circuit tv for industrial and commercial firms, schools and hospitals.

EQUIPMENT & ENGINEERING

John B. Tuthill elected vp, finance, and **W. W. Roodhouse,** vp, administration, of Collins Radio Co., Cedar Rapids, Iowa. Mr. Tuthill moves up from assistant vp, Mr. Roodhouse from director of marketing.

Stewart Phannstiehl elected vp, marketing, of Oak Manufacturing Co., Chicago, manufacturer of electronic and

William S. Hedges, longtime NBC vp, retires

William S. Hedges, vp of NBC for more than 23 years, was honored by network officials twice last week as he prepared to retire after 38 years in broadcasting, most of them with NBC. He was guest of honor at a cocktail party attended by some 200 colleagues on Wednesday and at a luncheon given Friday by NBC president Robert E. Kintner.

Mr. Hedges

Mr. Hedges, 65, retired as of yesterday (Jan. 1). In almost four decades as a broadcaster he became one of the best known and most popular figures in the radio-tv business. He was a founder of the NAB, was its president in 1928 and 1929 and also is a past president of Broadcast Pioneers and The Radio & Television Executives Society. He is the only person who has attended all conventions of the NAB, starting with the first in 1923 (but he expects to miss the 1961 session because of conflict with the Rotary International convention in Tokyo, which he plans to attend).

Mr. Hedges plans to remain close to broadcasting by offering his services as a consultant to a limited number of stations. He is opening temporary offices at his home, 24 Ross Road, Scarsdale, N. Y.

Except for a 10-month lapse in 1937 when he was manager of WLW and WSAI, both Cincinnati, Mr. Hedges has been with NBC continuously since 1931. He joined the network that year as manager of WMAQ Chicago. Two years later he became manager of KDKA Pittsburgh, then operated by NBC under lease, and in 1934 moved to New York as manager of owned-and-operated stations. After his WLW-WSAI tenure he returned to NBC as vp in charge of station relations and traffic.

He was named vp in charge of the newly formed stations department in 1939, and vp in charge of the planning and development department established in 1945. He became vp in charge of general services in 1950. During the 1960 political campaign Mr. Hedges was vp in charge of the network's political broadcasting unit, the title he held at the time of his retirement.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

electrical components. Previously, Mr. Phannstiehl was vp, sales, for Cinch Manufacturing Co., division of United-Carr Fastener Corp.

Palmer M. Craig appointed director of operations of Philco Corp.'s Western Development Laboratories, Palo Alto, Calif. Previously he directed activities of Electronic Engineering Dept. of Consumer Products Div.

Frank M. Hickey named to new post of manager of industrial products sales for CBS Electronics, Danvers, Mass. Previously he was division's merchandising manager of industrial products.

Robert B. Callahan, district sales manager for General Electric, appointed sales manager for industrial electronic components in distributor sales. He succeeds **Charles A. Richardson,** now manager of sales group's East-Central region.

Jack S. Beldon, former president of RCA Sales Corp., named marketing manager of TV-Radio-Phonograph Div. of Magnavox Co., Fort Wayne, Ind. Other Magnavox appointments: **James A. Egan,** zone manager, promoted to field sales manager; **A. Robert Baggs,** formerly with RCA, named manager of radio products and marketing development; **Paul A. Wagner,** formerly with Bell & Howell, Chicago, appointed pr director; and **William H. Boedeker Jr.,** formerly with General Electric, named manager of special products and accounts.

Lt. Col. John A. Hancock, USAF (Ret.), appointed manager of field offices of CBS Laboratories, Stamford, Conn., division of CBS Inc.

Joseph J. Gershon, director of DeVry Technical Institute's resident school, Chicago, elected president of National Electronics Conference, succeeding **Dr. Lawrence Von Tersch.** Other officers: **James H. Kogen,** GPE Controls Inc., vp; **Dr. Thomas F. Jones Jr.,** Purdue U., secretary; **Robert J. Parent,** U. of Wisconsin, treasurer, and **Dr. James S. Aagaard,** Northwestern U., assistant treasurer.

F. H. Bower, engineering administrator for Sylvania's Semiconductor Div., Woburn, Mass., named manager of research and development contracts.

ALLIED FIELDS

Ralph A. Bergsten, executive vp of Don McNeill Enterprises Inc. for past 10 years, appointed managing director of Chicago International Trade Fair. He also has served as general manager of Mr. McNeill's *Breakfast Club* on ABC Radio.

J. Ralph Crutchfield, southern regional manager for American Research Bureau, promoted to new position of assistant station sales manager. **Jim Rupp** succeeds Mr. Crutchfield in southern region.

INTERNATIONAL

Paul Coucke, formerly of *Montreal La Patrie,* French-language daily, appointed chief of news department of CJMS Montreal.

Alex Stewart, formerly manager of tv division of Joseph A. Hardy & Co. Ltd., Toronto, to Stovin-Byles Ltd., that city, station representative.

Robert A. Whelan, editor of employe magazine *Radio* of Canadian Broadcasting Corp., Ottawa, elected president of Canadian Industrial Editors' Assn.

Jean Marion, formerly of CKAC Montreal, named advertising and pr manager of CFTM-TV there.

John A. Pearce joins Canadian Div., Salada-Shirriff-Horsey, as assistant advertising manager.

Gilles Dussault joins Montreal tv office of Joseph A. Hardy & Co. Ltd., station representative firm.

Hugh A. Ingraham, creative director of CJOB Winnipeg, Man., to manager of CJOB-FM, that city, which recently was licensed to program separately.

George A. Brown, production manager of CFAC Calgary, Alta., to retail sales manager of CHCT-TV there. **D. H. Hartford,** assistant production manager of CFAC Calgary, to production manager.

Alan Shalleck, formerly assistant director for CBS-TV's *I've Got A Secret* and *To Tell the Truth,* joins CFTO Toronto, as director.

DEATHS

Tracy S. McCraken, 66, who with his family had holdings in KFBC-AM-TV Cheyenne and KVRS Rock Springs, both Wyoming, and KSTS (TV) Scottsbluff, Neb., died Dec. 26 after two-day illness.

Col. T. H. Barton, 79, president of KARK-AM-TV Little Rock, Ark., famed philanthropist and oil pioneer, died Dec. 24 of heart attack. He had been in ill health.

Latham C. Ovens, 50, vp at Donahue & Coe, N. Y., died Dec. 26 in White Plains, N. Y., hospital.

William R. Vallee, 39, television account representative at Doherty, Clifford, Steers & Shenfield, N. Y., died Dec. 22 of heart attack at wheel of his car.

Charles S. Monroe, 52, manager of administrative services at CBS-TV advertising and sales promotion department, and writer of radio and tv programs, died suddenly Dec. 24 at his home in Forest Hills, N. Y.

Paul M. Breining, 49, regional membership executive for Associated Press in Pennsylvania, Delaware and New Jersey, died Dec. 20 of heart attack at his home near Philadelphia.

Burns fatal to Fred Knorr, radio executive

Mr. Knorr

Radio executive **Fred A. Knorr,** 47, died Monday night (Dec. 26) of injuries suffered in a fall Dec. 9 in a scalding-hot bathtub in a Fort Lauderdale, Fla., hotel room.

Mr. Knorr, who had suffered second and third degree burns on his back and feet after being knocked unconscious in the fall, had made progress toward recovery before lapsing into a critical condition shortly before his death.

Mr. Knorr, who had entered broadcasting in 1937 as a WJBK Detroit announcer, was president and principal stockholder in three broadcasting corporations: Knorr Broadcasting (WKMH - AM - FM Dearborn - Detroit, WKMF Flint, WSAM-AM-FM Saginaw, all Michigan), Jackson Broadcasting and Television (WKHM Jackson, Mich.), and Southern Michigan Broadcasting (WELL Battle Creek). He also was part owner of the Detroit Tigers baseball team. He was a past director at large of the NAB and a past president of the Michigan Assn. of Broadcasters.

A graduate of Hillsdale (Mich.) College, he served a number of Michigan stations in a variety of capacities from 1937 to 1945, when, with two associates, William H. McCoy and Harvey R. Hansen, he founded WKMH to begin the accumulation of his broadcasting interests. About a year ago, Mr. Knorr purchased the stock owned by his original partners in the three corporations.

Mr. Knorr's many civic activities included director of the Boys Committee of Detroit, director of the Dearborn Boys Club, president and trustee of Oakwood Hospital, trustee of Hillsdale College and a member of the advisory council of the Committee on Michigan's Economic Future. In 1949, he was recipient of the Ernie Pyle Award.

STATION AUTHORIZATIONS, APPLICATIONS

As compared by BROADCASTING: Dec. 21 through Dec. 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Springfield, Ill.—Springfield Telecasting Co.—Uhf ch. 26 (542-548 mc); ERP 17.38 kw visual, 9.77 kw aur.; ant. height above average terrain 148 ft., above ground 146 ft. Estimated construction cost $31,000, first year operating cost $72,000, revenue $84,000. P. O. address 2515 Kemper, Shaker Heights, Ohio. Studio and trans. location 3004 S. 4th St., Springfield. Geographic coordinates 39° 45' 37" N. Lat., 89° 39' 1" W. Long. Transmitter Continental Electronics 714, antenna RCA TFU24DL. **Richard S. Cole,** sole owner, has interest in KVOR Colorado Springs, Colo. and KTUR Turlock, Calif. Ann. Dec. 21.

New am stations

ACTIONS BY FCC

Fairhope, Ala.—Price Bcstg. Corp. Granted 1220 kc, 1 kw D. P.O. address Box 1317. Estimated construction cost $35,450, first year operating cost $43,000, revenue $52,000. Owners are **George K. Noland** (19.6%), bottler; **John Dixon** (19.6%), recording and publishing; **Sam Price Jr.** (17.8%), salesman, WBMK West Point, Ga.; **Charles L. Thompson** (17.8%) recording and publishing, and others. Ann. Dec. 22.

Zephyrhills, Fla.—Zephyr Bcstg. Corp. Granted 1400 kc, 250 w unl. P.O. address 517 First Nat'l Bank Bldg., Tampa, Fla. Estimated construction cost $7,800, first year operating cost $24,000, revenue $31,000. Owners: **John C. Dent** (40%), retired government employe; **Ralph C. Wasdon** (30%); **Edward I. Cutler** (20%), attorney, and **Donald R. Herndon** (10%). Ann. Dec. 22.

Port Lavaca, Tex.—E. J. & W. J. Harpole d/b as Uvalde Bcstrs. Granted 1560 kc, 500 w daytime. P. O. address c/o Edward J. Harpole, Box 758, Uvalde, Tex. Estimated construction cost $17,000, first year operating cost $25,000, revenue $30,000. Principals include **Edward J. Harpole** (50%), general manager-50% owner KVOU Uvalde, Tex., and president-50% owner KVOZ Laredo, Tex., and **W. J. Harpole** (50%), 50% owner KVOU, vice president-39% owner KVOZ, 26.6% owner KVWO Cheyenne, Wyo., and president-66.6% owner KVOP Plainview, Tex. Ann. Dec. 22.

APPLICATIONS

Centre, Ala.—Radio Centre 1560 kc, 1 kw D. P.O. address Centre, Ala. Estimated construction cost $24,714, first year operation cost $28,000, revenue $34,000. **Fleeman H. Boney** is attorney. Ann. Dec. 21.

Prattville, Ala.—Prattville Bcstg. Co. 1300 kc, 1 kw D. P.O. address Box 786, Tallassee, Ala. Estimated construction cost $19,306, first year operation cost $26,000, revenue $32,000. Principals include **Ned N. Butler** and **Claude M. Gray,** equal partners. Mr. Butler owns WTLS Tallassee, Ala. Mr. Grey is consultant engineer. Ann. Dec. 21.

Maryvale Bcstg. Co. Mesa, Ariz.—Amendment to BP-13,415 (for new station) to change frequency from 1520 kc. to 1510 kc., increase power from 1 kw. to 10 kw., change from DA to NON-DA, change ant.-trans. location, operate trans. by remote control from studio location, change station location from Phoenix, Ariz. to Mesa, Ariz.

Boca Raton, Fla.—Boca Bcstrs. 740 kc, 1 kw D. P.O. address 33-54 74th St., Jackson Heights, N.Y. Estimated construction cost $105,200, first year operation cost $72,000, revenue $75,000. Fred Grunwald is physician. Ann. Dec. 21.

Port Chester, N.Y.—Port Chester Bcstg. Co. 1590 kc, 1 kw. P.O. address 50 Charles St., New Rochelle, N.Y. Estimated construction cost $77,442, first year operation cost $120,000, revenue $135,000. **Nicholas J. Zaccagnino,** sole owner, is employe of NBC. Ann. Dec. 21.

Suburban Broadcasting Corp. State College, Pennsylvania—Mod. of cp which authorized new standard broadcast station) to increase power from 500 w to 1 kw and change type trans. and specify studio location. (1390kc). Ann. Dec. 20.

Existing am stations

ACTIONS BY FCC

WCSC-AM-FM-TV Charleston, S. C. — Granted extension of waiver of sect. 4.603 of rules to install and operate second subcarrier on its tv STL station for transmission of fm programs from fm studio to fm trans. until Dec. 1, 1963, conditioned to not degrading tv video and sound channels.

KVET Austin, Tex.—Waived sec. 3.188(b) (1) of rules and granted application to change transmitter site to point 3.6 miles northeast of present site.

APPLICATIONS

KYND Tempe, Arizona—Cp to increase power from 10 kw to 50 kw and install new trans. (1580kc).

WAPF McComb, Miss.—Cp to increase power from 1 kw to 5 kw and install new trans. (980kc). Ann. Dec. 21.

KOLO Reno, Nevada—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (920kc). Ann. Dec. 21.

WCAM Camden, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sect. 3.28(c) of Rules) (1310kc). Ann. Dec. 21.

WRKM Cathage, Tenn.—Cp to increase power from 500 w to 1 kw and install new trans. (1350kc). Ann. Dec. 22.

CALL LETTERS ASSIGNED

WAAS Ashburn, Ga.—Radio Ashburn.
WMPP Chicago Heights, Ill. — Seaway Bcstg. Co.
KBEA Mission, Kan.—Radio Station KBKC Inc. Changed from KBKC.
KLYQ Hamilton, Mont.—Bitter Root Bcstg. Co.
KWRV McCook, Nebr.—Regional Bcstg Corp.
WCGR Canodaga, N.Y.—Canodaga Bcstg. Co.
WSGO Oswego, N.Y.—Clifford C. Harris.
WQSY Slovay, N.Y.—Entertainment Services Inc.
WRSC State College, Pa.—Suburban Bcstg. Corp.
WLEY Youco, P. R.—Ponce Bcstg. Corp.
WSKT Colonial Village, Tenn.—Morgan Bcstg. Co.
WKBA Vinton, Va.—Roanoke-Vinton Radio Inc. Changed from WODI.

New fm station

ACTION BY FCC

Skokie, Ill.—M. Earlene Stebbins (Mrs. Russell G.). Granted 98.3 mc, kc, 1 kw. P.O. address 9244 Avers Ave., Skokie, Ill. Estimated construction cost $14,650, first year operating cost $37,695, revenue $40,000. Applicant is secretary. Her late husband was local sales manager of WNBQ-TV Chicago. Ann. Dec. 22.

APPLICATIONS

Palm Springs, Calif.—George E. Cameron Jr. 104.7 mc, 14.8 kw. Ant. height above average terrain —1147 ft. P.O. address 1432 Beverly Estates Dr., Beverly Hills, Calif. Estimated construction cost $19,945, first year operation cost $34,000, revenue $36,000. Fm applicant will duplicate KDES Palm Springs, Calif. Ann. Dec. 21.

Naples, Fla.—Radio Naples Inc. 94.5 mc, 1 kw. Ant. height above average terrain 116 ft. P.O. address Box 1026. Estimated construction cost $11,821, first year operation cost $10,000, revenue $12,500. Fm applicant will duplicate WNOG Naples, Fla. Ann. Dec. 21.

Tallahassee, Fla.—J. Kenneth Ballinger. 98.9 mc, 26.46 kw. Ant. height above average terrain 394 ft. P.O. address Box 1027. Estimated construction cost $28,298, first year operation cost $25,000, revenue $30,000. Mr. Ballinger is attorney. Ann. Dec. 20.

Kenosha, Wis.—Lake Zurich Bcstg. Co. 95.1 mc, 2.5 kw. Ant. height above average terrain 380 ft. P.O. address 111 W. Monroe St., Chicago, Ill. Estimated construction cost $21,017, first year operating cost $73,595, revenue $86,392. Principals include **Margaret Rahmel,** 50%, **John C. Daly, Norris C. Froelich, Paul W. Biegl, John Rossdeutcher, William Emery,** 10% each. Mr. Daly is in finance. Mr. Froelich is sheriff. Mr. Biehl is employe of paper goods company. Mr. Rossdeutcher is owner of paper goods company. Mr. Emery is attorney. Ann. Nov. 28.

Existing fm stations

APPLICATION

KNFP (FM) Arlington, Calif.—Mod. of license to change studio and station location from Arlington, Calif. to La Sierra, Calif. Ann. Dec. 22.

CALL LETTERS ASSIGNED

KALH (FM) Denver, Colo.—Multi-Casting Inc.
WEFA (FM) Waukegan, Ill.—Edward C. Fritz Jr.
WFME (FM) Detroit, Mich.—Jacob Wilson Henock.
KMOX-FM St. Louis, Mo.—Columbia Bcstg. System Inc.
WTFM (FM) Babylon, N.Y.—WGLI Inc. Changed from WGLI-FM.
WXUR-FM Media, Pa.—Brandywine Bcstg. Corp.
WFQM (FM) San Juan, P.R.—Supreme Bcstg. Co. of Puerto Rico.

Ownership changes

ACTIONS BY FCC

KPON Anderson, Calif.—Granted assignment of license to **Frederick Van Dyke, Ted E. Randal, Cleon William Enis** and **Raymond B. Golden,** d/b as **Big Four Broadcasting;** consideration $55,000 subject to certain adjustments. Ann. Dec. 22.

WFEC Miami, Fla.—Granted transfer of control from **Harry Trenner** to **Consolidated Communications Corp. (Alexander S. Klein Jr.,** president); consideration $240,000. Ann. Dec. 22.

KJUE Corp. (KQEO Albuquerque, N. M. KLEO Wichita, Kans.—Granted (1) transfer of **KQUE Corp.** from **Dandy Bcstg. Corp.** (New Mexico corporation) to Delaware corporation of same name and of **Radio Active Inc.,** from **Merrit Owens, Kenneth R. Greenwood** and **Lee Vaughan** to **Dandy Bcstg. Corp.,** and (2) acquisition of negative control of **Dandy Bcstg. Corp.** by **J. E. Tobin** through purchase of 9.5% stock from **Una O. Vaughan,** executrix of estate of Lee

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Vaughan, for $23,000 and 21.5% from Owens for $79,910 to give Tobin 50% interest. Ann. Dec. 22.

WHAI-AM-FM Greenfield, Mass.—Granted transfer of control from **Franklin County Trust Company**, executors of estate of John W. Haigis Sr., deceased, to **John W. Haigis Jr.**; settlement of estate. Ann. Dec. 22.

WHTN-TV (ch. 13) Huntington, W. Va.—Granted assignment of licenses to **Reeves Bcstg. & Development Corp.** (WUSN-TV Charleston, S. C., and KBAK-TV Bakersfield, Calif.); consideration $1,925,000. Comr. Bartley dissented. Ann. Dec. 22.

APPLICATIONS

KUDE-AM-FM Oceanside, Calif.—Seeks assignment of license from **Dolph-Pettey Bcstg. Co.**, Delaware corporation, to **Dolph-Pettey Bcstg. Co.**, Virginia corporation. Merger of two companies with dissolution of Delaware corporation. Ann. Dec. 21.

KMET Paradise, Calif.—Seeks assignment of cp from **Douglas Mariska** and **Howard T. Churchill**, equal partners, d/b as **Paradise Bcstrs.** to **Douglas F. Mariska**, sole owner. Transfer of 49% interest from Mr. Churchill to Mr. Mariska for $2,500. Ann. Dec. 21.

WAPE Jacksonville, Fla.—Seeks assignment of license from **William J. Brennan, Cyril G. Brennan,** and **Daniel M. Brennan**, partnership, to **Brennan Bcstg. Co.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 21.

WLBA Gainesville, Ga.—Seeks transfer of control of **Hall Co. Bcstg. Co.** Transfer of 50% interest from **D. T. Pethel Jr.**, 25%, and **Bob P. Gordon**, 25%, to **Ernest H. Reynolds Jr.**, sole owner (presently owns 50%), for $1,000. Ann. Dec. 21.

WBYG Savannah, Ga.—Seeks assignment of license from **Carter C. Peterson** d/b as **Dixie Bcstg. Co.** to **Space Bcstg. Inc.** Change to corporate form of business with no financial transaction involved. Mr. Peterson remains sole owner. Ann. Dec. 22.

KEFW (FM) Honolulu, Hawaii—Seeks assignment of cp from **E. F. Weerts** to **Multicasting Corp.** for $3,984. Change to corporate form of ownership. Ann. Dec. 21.

KDVR Sioux City, Iowa—Seeks assignment of cp from **Edwin C. Wolff**, sole owner, to **Wolff Bcstg. Corp.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 21.

WACE Chicopee, Mass.—Seeks transfer of control of **Regional Bcstg. Co.** from **Paul Smallen, Lazar Emanuel** and **Blair Walliser** to **Communications Industries Corp.** Merger to single corporate form of business. Ann. Dec. 21.

WGMR Greenwood, Miss.—Seeks involuntary assignment of license from **Mrs. P. K. Ewing**, executrix of estate of P. K. Ewing, to **Mrs. Fayette C. Ewing**, executrix of estate of Mrs. P. K. Ewing, deceased. Ann. Dec. 21.

WMGM New York, N. Y.—Seeks assignment of license from **Loew's Theatres Bcstg. Corp.** to **Crowell-Collier Bcstg. Corp.** for $10,950,000. Crowell-Collier is parent corporation of KFWB Bcstg. Corp., licensee of KFWB Los Angeles, KEWB Bcstg. Corp., licensee of KEWB Oakland, Calif., and KDWB Bcstg. Corp., licensee of KDWB St. Paul, Minn. Ann. Dec. 19.

WEOK Pughkeepsie, N. Y.—Seeks transfer of control of **Hudson Valley Bcstg. Corp.** from **Paul Smallen, Lazar Emanuel** and **Blair Walliser**, to **Communications Industries Corp.** Merger to single corporate form of business. Ann. Dec. 21.

KRNR Roseburg, Ore.—Seeks transfer of control of **News-Review Co.** Transfer of approximately 2% interest from **Edwin L. Knapp** to **Anna J. Gilstrap**, 50% (presently owns apprx. 49%) and **Frank** and **Paul Jenkins**, 50% (presently own apprx. 49%), for $12,900. It is then proposed to transfer 50% interest from **Anna J. Gilstrap** to **Frank** and **Paul Jenkins**, giving them sole ownership, for $400,000. Ann. Dec. 21.

KLYN-FM Lynden, Wash.—Seeks assignment of license from **Sidney Baron** to **KLYN-FM Inc.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 21.

KALE Pasco, Wash.—Seeks transfer of control of **D & D Bcstg. Corp.** from **L. G. Dix** and **Harold K. Deutsch**, equal partners, to **L. G. Dix, 33⅓%**, and **Harold K. Deutsch, 66⅔%**, for $100 and extension of note. Ann. Dec. 21.

WMKE Milwaukee, Wis.—Seeks assignment of license from **Beacon Electronics Inc.** to **Morman H. Quale**, receiver for Beacon Electronics in insolvency proceedings. Ann. Dec. 21.

Hearing cases

FINAL DECISIONS

■ By report and order, commission finalized rulemaking in docket 13767 and amended tv table of assignments to substitute ch. 13 for ch. 9 in Alturas, Calif., and adding ch. 9 to Redding. It denied conflicting proposal of James E. McKahan and Shasta Telecasting Corp. to assign ch. 9 to Susanville. Ann. Dec. 22.

■ By order, commission made effective immediately Nov. 9 initial decision and granted applications of Voice of New South Inc. (WNSL) Laurel, Miss., with engineering condition, and Mid-America Bcstg. Co., (WGVM) Greenville, Miss., to increase power of their stations from 1 kw to 5 kw, continued operation on 1260 kc, D. Comr. King dissented with statement. Ann. Dec. 22.

■ By memorandum opinion and order, commission dismissed as moot petition for temporary relief by Reese Bcstg. Corp. (WCBG) Chambersburg, Pa., and dismissed its companion petition for hearing directed against commission's Dec. 2 notification that, because of undue interference to WAKR Akron, Ohio, WCBG's pre-sunrise operation must be terminated; granted WCBG authority to operate during pre-sunrise hours through Jan. 4, 1961 to permit orderly termination of such operations. Chmn. Ford dissented with statement. Ann. Dec. 22.

■ By order, commission made effective immediately Nov. 8 initial decision and denied, for failure to prosecute, application of Bunkie Bcstg. Co. for new am station to operate on 1540 kc, 250 w, D, in Bunkie, La. Comr. King dissented with statement. Ann. Dec. 22.

■ By order, commission made effective immediately Nov. 15 initial decision and granted application of Mark Twain Bcstg. Co. renewal of license of KHMO, Hannibal, Mo. Comr. Bartley voted for one year renewal; Comr. King dissented with statement. Ann. Dec. 22.

■ By order, commission made effective Oct. 20 initial decision and granted applications of Zephyr Bcstg. Corp. for new am station to operate on 1400 kc, 250 w, unl. with condition, in Zephyrhills, Fla., and Myron A. Reck to increase daytime power of WTRR Sanford, Fla., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N. Ann. Dec. 22.

■ By memorandum opinion and order, commission granted joint petition by WHFC Inc., and Gale Bcstg. Co., both Chicago, Ill., removed from consolidated hearing in dockets 13627 et al and granted their respective applications to change ERP of WEHS (FM) from 21 kw to 110.4 kw and ant. height from 200 ft. to 197 ft., continued operation on 97.9 mc, and change ERP of WFMT (FM) from 29.5 kw to 197 kw and ant. height from 550 ft. to 537.2 ft., continued operation on 98.7 mc, both conditioned to accepting any objectionable interference which may be caused to their operations as result of grant of application of M. Earlene Stebbins for new class A fm station to operate on 98.3 mc in Skokie, Ill. Ann. Dec. 22.

■ By separate memorandum opinion and order, commission granted petition for reconsideration by M. Earlene Stebbins and granted her application for new class A fm station to operate on 98.3 mc, ERP 1 kw; ant. height 131 ft., in Skokie, Ill., conditioned to accepting such interference as may be imposed upon her operation as result of above-mentioned grants. Ann. Dec. 22.

■ By order, commission granted joint petition by applicants and made effective immediately Nov. 7 initial decision, as amended by commission, and granted applications of Hub City Bcstg. Co., (WHSY) Hattiesburg, Miss., Veterans Bcstg. Co. (KNUZ) Houston, Tex., and Radio New Orleans Inc. (WJBW) New Orleans, La., to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, engineering conditions, and Price Bcstg. Corp., for new station to operate on 1220 kc, 1 kw, DA, D, in Fairhope, Ala. Ann. Dec. 22.

■ By order, commission granted petition by Lewis O. Seibert, reopened record to admit into evidence his affidavit of no consideration in connection with dismissal of two formerly competing applications and closed record, and made effective immediately Nov. 8 initial decision and granted his application for new am station to operate on 1560 kc, 500 w, D, in Port Lavaca, Tex. Ann. Dec. 22.

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Stephens County Bcstg. Co. to change facilities of WNEG Toccoa, Ga., from 1320 kc, 1 kw, D, to 630 kc, 500 w, D. Ann. Dec. 21.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Ohio Music Corp. for new class B fm station to operate on 93.1 mc, ERP 20 kw, ant. height 622.6 ft., in Cleveland, Ohio, and denying application

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 28

	ON AIR LIC.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,498	41	119	836
FM	750	65	206	93
TV	480	17[2]	113	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 28

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING Oct. 31

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3,632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

of Paul J. Molnar for similar facilities with ERP 24.66 kw and ant. height 403 ft. Ann. Dec. 23.

OTHER ACTIONS

■ Granted request by New Orleans Tv Corp. for mod. of STA for period of 90 days from March 20, 1961, to install separate visual ant. for WVUE (TV) (ch. 13, Biloxi assignment), New Orleans, La., with increased visual ant. height from 240 ft. to 330 ft., radius of predicted principal city contour from 17 to 21 miles, grade A contour from 24 to 28 miles, and grade B contour from 43 to 47 miles, and continued previous conditions attached to temporary authority. Ann. Dec. 22.

■ By notice of proposed rulemaking, commission invites comments to proposal by Forward Tv Inc. (WMTV, ch. 33), Madison, Wis., to add ch. 15 to Madison and delete ch. 33 there, and delete ch. 15 from Richland Center and substitute ch. 40. If proposed changes are adopted, commission will then determine what further steps it should take with respect to Forward's request for show cause order to modify its license of WMTV to specify ch. 15 instead of ch. 33 in Madison. Ann. Dec. 22.

■ By notice of proposed rulemaking, commission invites comments to proposal by Newark Public Schools to assign ch. *28 to Newark, Ohio, for noncommercial educational use by substituting ch. 68 for ch. 28 in Lancaster, Ohio. Petitioner stated that to provide educational service to its public schools, to Licking County and to portions of other counties, it plans to file application for a uhf translator in Newark to rebroadcast programs of Ohio State U. station WOSU-TV (ch. 34) in Columbus, and later to provide locally produced educational programs using its own station. Ann. Dec. 22.

■ Commission invites comments to notice of proposed rulemaking looking toward reserving for educational use ch. 18 (now commercial), deleting ch. *70 (educational), and adding ch. 67 to Austin, Tex., and substituting ch. 75 for ch. 53 in San Marcos. Texas-Longhorn Bcstg. Corp., prospective applicant for tv station in Austin, petitioned for rulemaking to substitute ch. 67 for ch. 70 in Austin and reserve ch. 18 for educational use, substitute ch. 70 for ch. 52 in Brenham, and substitute ch. 80 for ch. 53 in San Marcos. Commission feels its proposal would accomplish objective of petitioner, but requests comments on both proposals. Petition by John R. Powley and Frank J. Hedrick to add ch. 67 to Austin by making other assignment changes was dismissed at their request. Chmn. Ford and Comr. Cross dissented. Ann. Dec. 22.

■ Commission invites comments to notice of proposed rulemaking looking toward assigning ch. 37 to Lexington, Ky., and deleting ch. 70 from that city, and substituting latter channel for ch. 37 in Winchester, Ky. Bluegrass Bcstg. Co., petitioned for changes to enable it to apply for ch. 37 at Lexington. Ann. Dec. 22.

■ By notice of proposed rulemaking, commission invites comments to proposal by Palmetto Radio Corp. (WNOK-TV, ch. 67), Columbia, S. C., to assign ch. 14 to that city. It would delete chs. *19 and 67 and add chs. 14 and *31 in Columbia, substitute ch. 19 for ch. 14 in Camden, and substitute ch. 67 for ch. 31 in Lancaster, all South Carolina. Ann. Dec. 22.

■ By memorandum opinion and order, commission denied petitions by Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., for enlargement of issues in am consolidated proceeding in dockets 13649 et al., and for reconsideration of Motions commissioner's denial of extension of time to file reply to opposition. Comr. Hyde not participating. Ann. Dec. 22.

■ Commission on December 20 granted petition by Coastal Bcstg. Co., (WDEA) Ellsworth, Maine, and extended time to file comments from Dec. 23 to Jan. 20, 1961, and for reply comments from Jan. 9 to Feb. 3, 1961, in tv rulemaking proceeding involving Augusta, Bangor, Calais and Presque Isle, all Maine. Ann. Dec. 23.

■ Granted petition by Transcontinent Tv Corp. (WROC-TV) Rochester, N. Y., and extended from Jan. 6, 1961 to Feb. 15, 1961 time to file comments and from Jan. 17 to Feb. 27, 1961 for replies in Syracuse and Rochester, N. Y., tv rulemaking proceedings. Ann. Dec. 27.

■ Commission on December 21 granted request by National Association of Broadcasters and extended from Dec. 26, 1960 to March 13, 1961 time to file comments and from Jan. 6 to March 23, 1961 for replies in matter of amendment of part 3 of rules governing tv broadcast stations concerning requirements for frequency monitors. Ann. Dec. 27.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to Dec. 23 time within which parties may submit their briefs in proceeding on application of International Good Music Inc., for new fm station in San Diego, Calif. Action Dec. 19.

■ Granted petition by WLOX Bcstg. Co. and extended to Feb. 1, 1961, to file exceptions to supplemental initial decision in Biloxi, Miss., tv ch. 13 remand proceeding. Action Dec. 20.

■ Granted petition by Broadcast Bureau and extended to Dec. 23 time to respond to petition by First Presbyterian Church of Seattle, Seattle, Wash., for dismissal of application of Washington State U, Pullman, Wash., for modification of license of KWSC, and extended to Jan. 6, 1961, time for petitioner to reply to all oppositions. Action Dec. 20.

■ Granted petition by Broadcast Bureau and extended to Dec. 22 time to reply to petition by New Bcstg. Co., New York, N. Y., for reconsideration or to delete issues in proceeding on its fm application, et al. Action Dec. 20.

■ Granted petition by Broadcast Bureau and extended time to respond to petition by Metropolitan Tv Co. (KOA) Denver, Colo., to enlarge issues in proceeding on am applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al., until ten days after final action on KOA's petition to intervene. Action Dec. 20.

By Chief Hearing Examiner James D. Cunningham

Scheduled resumption of oral argument for Jan. 4, 1961, on joint petition of Cumberland Valley Bcstg. Corp., Westernport, Md., and Windber Community Bcstg. System, Windber, Pa., for approval of agreement to withdraw application of Cumberland Valley Bcstg. Corp.; and scheduled resumption of oral argument on same date on joint petition by Gosco Bcstrs., Windber, Pa., and Windber Community Bcstg. System, Windber, for approval of agreement to withdraw application of Gosco; applications are consolidated for hearing in dockets 13712 et al. Action Dec. 20.

■ Scheduled resumption of oral argument for Jan. 9, 1961, on joint petition of Donald M. Donze and Robert D. and Martha M. Rapp, Festus, Mo., for approval of agreement to withdraw application of Rapp; applications are consolidated for hearing in dockets 13694 et al. Action Dec. 20.

■ Granted petition by Henry Perozzo (KAYE) Puyallup, Wash., and accepted his written appearance filed late in proceeding on his am application which is consolidated for hearing in dockets 13771 et al. Action Dec. 16.

■ Granted petition by Air Transport Association of America for leave to intervene in proceeding on application of Maine Radio and Tv Co. (WCSH-TV) Portland, Maine. Action Dec. 19.

■ Granted petition by Voice of Dowagiac for dismissal without prejudice of its application for new am station in Dowagiac, Mich. Action Dec. 19.

■ Scheduled for hearing on Feb. 23, 1961, applications of Dixie Radio Inc., and Harry Llewellyn Bowyer Jr., for new am stations in Brunswick, Ga. Action Dec. 19.

■ Granted petition by Chester Bcstg. Co. for dismissal without prejudice of its application for new am station in Chester, Ill.; application was consolidated for hearing in dockets 13010 et al. Action Dec. 21.

■ Scheduled hearing for March 7, 1961, in matter of order to Atlanta OK Bcstg. Co., (WAOK) Atlanta, Ga., and WRMA Bcstg. Co., (WRMA) Montgomery, Ala., in cease and desist and show cause proceeding. Action Dec. 21.

By Hearing Examiner Thomas H. Donahue

■ Dismissed as moot motion by Air Transport Association of America for continuance of Dec. 21 prehearing conference in proceeding on application of Maine Radio and Tv Co. (WCSH-TV) Portland, Maine. Action Dec. 21.

By Hearing Examiner Isadore A. Honig

■ On own motion, ordered that five days after release of order, unless objection is filed by parties, transcript of hearing is corrected in various respects in proceeding on am application of Associated Bcstg. Inc. (WHYS) Ocala, Fla. Action Dec. 22.

Continued on page 63

EQUIPPING A RADIO STATION?

A favorite is back!
—in the improved BK-11A

VELOCITY MICROPHONE

only $125.00

All the advantages of the famous 44BX and Junior Velocity Microphones are here combined with the latest developments in ribbon microphone design for full fidelity performance. Wide-range frequency response makes it ideal for music pickup. Bidirectional figure-eight pattern permits placing of performers on both sides of the microphone.

Order your BK-11A now! Write to RCA, Dept. P-22, Building 15-1 Camden, N. J. Whatever your broadcast equipment needs, see RCA

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Splendid opportunity for manager first class ticket, capable of announcing, producing personal sales and working with salesmen. Salary and profit sharing arrangement. Small east coast radio station. Send photo, tape and resume to: Box 347D, BROADCASTING.

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Sales manager who can manage and sell personally in a California metropolitan market, for a multi-station group. Excellent opportunity for qualified man. Send full details and references to Box 394D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Salesman—excellent opportunity for good producer. Top St. Louis independent multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume. Box 977C, BROADCASTING.

No. 1 Pulse and Hooper rated station in large midwestern market seeking two aggressive salesmen. If you want to sell, write Box 323D, BROADCASTING.

$400 guarantee to experienced young salesman for radio in upstate New York. Commission makes it possible to earn over $1,000 per month. If you can't close, don't write. Box 444D, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Salesman KTRI, Sioux City, Iowa. Young ideas, hard worker, salary plus commission.

Good opening for experienced salesman with 1000 watt daytime station. Must write own copy, car needed. Will give 13-week guarantee. References required. Write Station WGHQ, Box 165, Uptown Post Office, Kingston, New York.

Help Wanted—(Cont'd)

Sales

Second salesman for net-news indie in Michigan's highest-rated market for % business activity. Must be married, 25-40 with small or medium market experience. Salary plus commission. Top list of accounts. Michigan applicants favored. Send resume and picture first letter to Joe Butler, WKLZ. Box 663, Kalamazoo.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Chicago suburban—responsible, reliable announcer-program director—full charge. Handle morning shift. Good salary—opportunity with progressive FM organization Box 436D, BROADCASTING.

Air personality . . . with production ability . . . for morning show in major midwestern market. Salary commensurate with ability. Send tape and resume. Box 439D, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Announcer with first class ticket for thirty-five year old five thousand watt. Easy listening, quality music NBC station. Send tape, references, resume, salary requirements Hugh Barclay, WCOA, Pensacola, Florida.

Aggressive announcer wanted mainly for mobile news, interviews and also some board work. Minimum salary $100. Send tape, resume and photo to Jack Hurst, Program Director, WGST, Atlanta, Georgia.

Announcer with first ticket for evening shift. Good opportunity for young man to complete education at beautiful local college. WGTC Radio, Greenville, N. C.

Straight staff announcer network station, some experience necessary. Send tape, picture, resume. None returned. WLDB, Atlantic City, New Jersey.

WNLC, New London, Connecticut. Staff position. Start $85 week. Commercial experience required. Send tape, resume. Les Morson, Program Director.

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Help Wanted—(Cont'd)

Technical

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

North Indiana station wants man 1st phone ticket, interested in announcing, news or sales. Can pay for quality, if we get it. Box 404D, BROADCASTING.

Combination engineer-announcer. 1 kilowatt daytime—Atlanta market—send tape, photo, resume, minimum salary requirements to Box 456D, BROADCASTING.

Need chief engineer for television-radio combination. Must know maintenance and construction. Salary commensurate with ability. Rush details to KRSD, Rapid City, South Dakota.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Chief engineer, who can maintain all equipment. No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

Production-Programming, Others

Immediate opening. Radio-tv sports director. Two tv shows per day, radio play-by-play. Good salary and outstanding opportunity for advancement in midwest multiple station operation. Box 449D, BROADCASTING.

Experienced farm director needed. Must have strong program and commercial appeal. An opportunity for the right man. Send full details first letter to Manager, KQAQ, Box 481, Austin, Minnesota.

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

RADIO

Situations Wanted—Management

Tenn.-Kentucky. Young man, family, first phone. Ideal manager for single market. Employed as such. Box 408D, BROADCASTING.

14 years successful radio, tv experience-manager, salesmanager. Excellent references; family man; active in civic, fraternal organizations; loyal, hardworking. Midwest preferred. Box 421D, BROADCASTING.

Desire relocate, re-enter radio. Resigned radio managerial position year ago become managing director Chamber of Commerce. Tripled membership, originated business development corporation. Have profitably managed two stations, commercial manager three others. Accept challenge make your station profitable operation with stock purchase privilege through profit participation. Prefer southeast state, small, medium market. Age 47, married, two children. Replies confidential. Box 443D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Change of ownership makes available manager or sales manager. Metropolitan and small market experience. Prefer incentive plan. Box 446D, BROADCASTING.

Employed manager available due to ownership transfer. 18 years experience all phases radio. Sober, dependable, excellent references. Go anywhere for right offer with ownership potential. Replies confidential. Write P. O. Box 6278, Augusta, Georgia.

Sales

Desire sales management salary and percentage. Know sales, production, have first phone. Box 447D, BROADCASTING.

Gettin' out and ready to go! Completing 2 years Army service January 30, 1961, 1/Lt. Battalion Adjutant, Ft. Riley, Kansas. B.S. Business, Indiana University. Foundation experience in radio and tv sales and production. Married, 24 years old. Eager for sales opportunity in progressive organization. Location unimportant, only the job counts. Expect to work for a living and be paid for accomplishments. Let's get together! John G. Enoch, 1927 College Heights, Manhattan, Kansas.

Announcers

Basketball play-by-play seven years experience. finest of references. Box 747C BROADCASTING.

Announcer-dj. 8 years same station. Prefer all-night. Box 322D, BROADCASTING.

Announcer-salesman, married. Bright sound. Tight format. Will settle. DE 3-5027, Jersey City, Box 399D, BROADCASTING.

Announcer, experienced. No floater. Married. Will settle. Run own board. Box 400D, BROADCASTING.

Sports-PD. 8 years, play-by-play, news and dj college graduate, 27, family. Excellent character and references. Employed. Seeking station demanding mature, permanent and respectable personnel. South, southwest, midwest. Box 402D, BROADCASTING.

Announcer. N.Y., Conn., N.J. Young, ambitious air personality. Knowledge of popular music, terrific. Audience pleaser. Box 416D, BROADCASTING.

Announcer, beginner, college degree in broadcasting. Managed armed forces radio station. Good background for sports and news. Mature, no prima donna. Box 419D, BROADCASTING.

Salesmanager 31, first phone. Top references. 10 years radio, want management. Box 423D, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful adult music, news style. Tape. Box 425D, BROADCASTING.

Nationally known country music personality. Over 20 years radio and television experience. Wants d.j. situation. Would like station with tv outlet for live music and show group with A.R.B. of 24.5 on last sponsored show. A-1 references. Personal interview possible. Address Box 428D, BROADCASTING.

Sportscaster, experienced. Collegiate type. Swinging d.j. vet. Seeking permanent spot. Married. Box 429D, BROADCASTING.

New York City area. Announcer, adult deejay. Good background radio, tv, show biz. No prima donna. Mature, family, reliable. Bayside 5-7039. Box 432D, BROADCASTING.

Announcer, will travel, handles news, commercials, dj and own board. Audition tape available. Box 433D, BROADCASTING.

Announcer. Top man present medium market station. 5 years experience. Seeks to relocate. Prefer midwest. Box 434D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer experienced: Want to settle down, not a floater, bright sound, tight production, not a prima donna. Box 437D, BROADCASTING.

Combo man, good engineer fair announcer/dj, married, references, constructed one station, will send tape. Best conditions, salary takes. Box 438D, BROADCASTING.

Attention northwestern South Carolina stations! Experienced, dependable announcer-newscaster desires announcing position. References. Box 452D, BROADCASTING.

9 years background—large market tv and radio news and staff man. Seeking good eastern metro radio, no top 40. Top references as lively newsman and strong on selling commercials. Box 453D, BROADCASTING.

Chief engineer-announcer. Prefer southeast. Experienced maintenance production. Available immediately. Box 454D, BROADCASTING.

Morning man. with good morning sound, bright personality, deep voice. Professional, married, anywhere, telephone 3129-J, 206 South Marion, Lake City, Florida.

Paul Guaraglia: Great voice, experience, BA-Broadcasting. Restricted ticket. 381 Santa Barbara, Daly City, California. Plaza 5-2674.

Young married announcer first phone. Experience modern radio. Don Jones, 845 North Harvard, Los Angeles, California.

Experienced 1st phone. Announcer personality dj available immediately. Fred Lane, 15 No. Ferndale, St. Paul, Minn. Telephone SP 9-0041.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Bob Stone experienced first phone. Tight board, smooth sound. 51 Woodrow St., Daly City, California, PL 5-5346.

California returnee announcer-engineer first phone operate own board any pace. 31, veteran, married, available now. Ansel Weathers, 16 Reed St., Sumter, South Carolina.

Technical

Experienced chief engineer. Directional and remote control. Seven years radio; one year control room and transmitter duty in tv Prefer south. Box 338D, BROADCASTING.

Graduate technical institute with first phone wants trainee program as studio/transmitter engineer. Box 409D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

1st phone, 4 years experience, likes people, enjoys work. Prefer night shift will consider all. Past and present employer best references. Ken Riker, 67 Katherine St., Hornell, New York, phone 2229.

Experienced combo engineer-announcer-bookkeeper-traffic director desires a permanent job in southeast. Engineering priority, announcing secondary. Contact James W. Spires, WGSW Radio, Greenwood, S. C. Telephone OR 9-3144.

Production-Programing, Others

Three years experience. Top ratings. Now program and music director in metropolitan market. College, veteran, married. Available February. Box 415D, BROADCASTING.

Why? Why hire me? Because I'm a sales promotion writer with over seven years experience in radio and tv. I'm 31, have BA and MA. I'm skilled in all facets of promotional writing and have printing, editing and layout background. I'll quickly adapt to your specific sales endeavors. I'm not greedy regarding salary. Let's hear from you. Box 417D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Wanted, news job. International relations and government degree. Some experience. Also, 1st phone. Box 420D, BROADCASTING.

Executive secretary with complete accounting knowledge and 10 years radio and television experience hopes to relocate in right position after January 15th. Experience includes (1) all phases of general office including secretarial; (2) accounting from daily detail to balance sheet and P & L with analysis and budget controls; (3) F.C.C. applications, reports, etc.; (4) office organization, systems and procedures; (5) handling of corporate records such as minutes, stock books, etc.; (6) personnel interviewing and training; (7) creating job description manuals; (8) radio and tv traffic; (9) Research, sales presentations and assistance to salesmen in preparing material and planning calls; (10) Limited continuity. Preference: secretary to busy broadcast executive who needs assistance in organization of his office to save valuable time, interruptions, etc. Shorthand and typing excellent. Age, 29. Most experience with one organization. Not afraid of hard work. Interesting position more important than salary. Please write Box 422D, BROADCASTING.

Can promote your station to number one. Major market disc jockey desires p.d. experience. Creative! Cheap! Available immediately. Box 424D, BROADCASTING.

Over 3 years experience announcing. Would like to relocate in traffic, copywriting, some announcing. Married, sincere, want permanent position. Box 435D, BROADCASTING.

Program director now available. 15 years broadcast veteran. Professional voice, know music and good production. No top 40. Best references. Box 445D, BROADCASTING.

Will work for peanuts to learn more radio. 2 years of part time experience. Contact Darrell Denstedt, 683 N. Gordina, Burns, Ore., PH 4261.

TELEVISION

Help Wanted—Sales

Leading ABC affiliate in wealthy midwest market expanding sales force. Opportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Film sales representatives, most major US markets, new series color tv commercials especially hot for sale January, February, March. Advise qualifications and territory desired: Box 374D, BROADCASTING.

Leading NBC-TV affiliate in wealthy Iowa market has excellent opportunity for experienced hard working salesman with record of repeat sales. Midwest salesman preferred. Send resume and photograph Box 388D, BROADCASTING.

Sales director—to take full charge of sales department, supervising local sales and promotion and personally handling national. Wide-coverage full-power vhf in southwestern metropolitan market. Box 430D, BROADCASTING.

Announcers

Due to station expansion, need mature on-camera announcer. Ability to sell on the air, ad-lib and read prompter a "must". Permanent position and exceptional salary for the right man chosen for a leading midwest station. Send audio tape and picture, references or 16 MM SOF. Box 373D, BROADCASTING.

Announcer: For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Iowa.

Think you can become a tv weathercaster? Experience and knowledge of weather not necessary. Contact: Curtis Matties, KWTX-TV, Waco, Texas.

Help Wanted—(Cont'd)

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Chief engineer 1 kw uhf. WXTV, Youngstown, Ohio.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Vacancies exist on staff for television coverage of Adolph Eichmann trial in Jerusalem beginning in February and running several months. Well experienced remote supervisor, vidotape and television film recording personnel may mail complete resumes to Milton Fruchtman, Executive Producer, Capital Cities Broadcasting Corporation, 24 East 51 Street, New York 22, N.Y. (Please do not telephone.)

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, P.O. Box 840, Corpus Christi, Texas.

Production—Programming, Others

West Texas television station desires a fully experienced continuity writer. Reply with full details and picture with first correspondence. Box 440D, BROADCASTING.

Experienced director switcher-producer. Immediate opening for permanent addition midwest tv station. Must be artistic and know lighting. New and modern operation. Write including complete experience, references and recent photo. Box 395D, BROADCASTING.

Program director—metropolitan vhf in sizeable southern market seeks thoroughly qualified, experienced man to head up entire Program operations. Box 431D, BROADCASTING.

Wanted, fully versatile and experienced television art director for west Texas television station market. Picture and complete details with first correspondence. Box 441D, BROADCASTING.

Excellent position open for male or female continuity writer. Ability to write, selling commercials for local accounts a must. Excellent salary, position is now open in the midwest. Send sample copy, photograph and references. If you can write, this is your opportunity. Box 451D, BROADCASTING.

TV top director (drama, documentary, musical credits). Fluent French, relocate, salary hi, no fee, resumes 1st. Box 455D, BROADCASTING.

Immediate opening for tv director. Midwest CBS affiliate in medium market. Rush full details and salary desired to Gene Milsteen, KFEQ-TV, St. Joseph, Mo.

Our sports director is leaving to take a major market assignment. We must replace him immediately with an aggressive sports man able to do weekly live bowling and live wrestling show on tv plus regular tv and radio play-by-play sports. Good salary and excellent future for right man. Reply by collect wire stating years experience, availability date and starting salary. Sports, KWWL Radio and TV, Waterloo, Iowa.

TELEVISION

Situation Wanted—Management

Have you been unemployed at Christmas? Experienced salesmanager. National, regional, local. Finest industry references. I love sales, results, progress! Must have 10-12 guaranteed. Don't generalize, be specific! Box 385D, BROADCASTING.

Announcers

Radio-tv announcer 29, personable and telegenic. Write or phone for tape and or 16mm kine. Harry McVeety, 434 Park Place, Brooklyn 38, N. Y. STerling 9-0110.

Situations Wanted—(Cont'd)

Technical

Experienced tv man available, prefer transmitter operation and maintenance. Box 442D, BROADCASTING.

Experienced studio/transmitter engineer, 3 years, mid-twenties, first phone, ham seven years, also production experience. Julian N. Judell, 400½ Broaddus Avenue, Clarksburg, West Virginia.

Production-Programming, Others

Director, 5 years experienec wants affiliation with progressive production dept. Will consider tv-radio combination. Box 418D, BROADCASTING.

Do you need a director with 9 years in all phases of TV, strong on camera work, who has ambition that can furnish best references, plus network experience? Box 426D, BROADCASTING.

I am young, energetic, have character; February graduate with A.B. in tv. Want responsible job in production or management. Mr. Jerry Patrinos, 145 North 79, Milwaukee 13, Wisconsin.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

One 4 bay FM Andrews antenna in good condition. KAYL, Storm Lake, Iowa.

Gates Nitewatch, one year old. Used very little—like new. Make offer. Contact Russell George, WOIC, Columbia, S. C.

Gates (ST-101) spot tape. Make offer. No reasonable figure refused. Two Gates CB-10 turntables. Manager, WONW, Defiance, Ohio.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tower—444' galvanized Emsco 27 RT, complete. Never assembled. Designed for GE TY28H-12 bay antenna. Does not include antenna, lighting or power cable. C. L. Leatherwood; P.O. Box 2566, Houston 1, Texas. $14,000.00.

One GE BT-1-B 250 watt, FM transmitter in good condition, $1,250.00. Wayne Marcy, 4007 Bellaire Blvd. #8, Houston 25, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

36-AM-FM towers. Uniform cross section guyed type. Heights 100' to 360'. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Equipment

Pulse transformer used in Dumont studio sync generator—Dumont part #20B4919 180 cycle counter. Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

3-5 fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronic Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Would like to lease Kentucky or other southeastern one kilowatt daytimer single market station. Am responsible party with current ownership. Box 406D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Must find Frank Paul Cagemi. Air name Frank Carroll and Frank Condon. Contact Mrs. Ruthie Mae Taylor, 401 Stuart Avenue, Marianna, Fla., HuD 2-2889.

RADIO

Situations Wanted—Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Help Wanted—Announcers

Think You Can Become A TV WEATHERCASTER???

Experience and knowledge of weather not necessary. Contact: Curtis Matties, KWTX-TV, Waco, Texas.

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self cueing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.

356 W. 40th STREET, NEW YORK 18, N.Y.

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING

New Approved
STANDARD BILLING FORMS
FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

FOR SALE

Stations

HAWAIIAN PARADISE

Beat the cold. Live and invest in America's 50th state. Fulltime 5 kilowatt facility well equipped and beautifully appointed. Doing good gross now with excellent potential for future. $200,000 on terms.

Box 450D, BROADCASTING.

FOR SALE

Stations

S. C.	Single	Daytimer	$ 55M	terms
Texas	Single	Daytimer	60M	18 dn
Calif	Single	Daytimer	75M	terms
Miss	Single	Daytimer	39M	15 dn
Tenn	Single	Daytimer	125M	29%
Fla	Small	Daytimer	53M	15 dn
Ky	Small	Daytimer	90M	29%
Ala	Medium	250w	55M	19 dn
Calif	Medium	Fulltime	75M	cash
N. W.	Metro	Regional	180M	terms
Calif	Metro	low freq	175M	29%
Fla	Large	Daytimer	200M	cash
Midwest	Large	low freq	700M	low dn
Mid Atl	Large	Fulltime	330M	25%

And Others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

HAPPY NEW YEAR

JACK L. STOLL & ASSOCS.

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 59

By Hearing Examiner H. Gifford Irion

■ Scheduled Jan. 25, 1961 for further hearing in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, and Interstate Bcstg. Co., (WQXR) New York, N. Y. Action Dec. 21.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Frederick County Bcstrs. for leave to amend its application for new am station in Winchester, Va., to reflect change in proposed transmitter site, supply related financial data and delete option agreement; application is in consolidated hearing with Town Radio Inc., Shippensburg, Pa., in dockets 13624-5. Action Dec. 21.

By Hearing Examiner Jay A. Kyle

■ Upon request by WBUD Inc., extended from Dec. 21 to Dec. 28 time to file proposed findings in proceeding on its application and that of Concert Network Inc., for new fm stations in Trenton, N. J. Action Dec. 19.

By Hearing Examiner Forest L. McClenning

■ Scheduled hearing conference for Dec. 29 in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co., for new am stations in West Memphis, Ark., to determine what action shall be taken relative to depositions taken on Oct. 26, 27 and 28, transcripts of which have not been received in offices of commission. Ann. Dec. 22.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau, extended from Dec. 22 to Jan. 20, 1961, time to file proposed findings and from Jan. 5 to Feb. 3, 1961, for replies in proceeding on applications of Wilmer E. Huffman, Francis C. Morgan Jr., and Pier San Inc., for new am stations in Pratt, and Larned, both Kansas. Action Dec. 19.

■ Dismissed request of Cosmopolitan Bcstg. Co., New Orleans, La., to take official notice (1) that on Nov. 14 WHHT was licensed to operate at Lucedale, Miss., on 1440 kc, 10 kw, D, and (2) area included within the 0.5 mv/m contour of WHHT, as shown in engineering report on file as part of its application, without prejudice, however, to tendering and possible receipt of engineering statement attached to this request at further hearing. Action Dec. 22.

■ Scheduled further hearing for Jan. 10 to consider matters mentioned in examiner's Nov. 28 and Dec. 22 orders and cancelled dates set in order of Nov. 17 for filing of proposed findings and new dates will be set at further hearing in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Dec. 22.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Muskingum Bcstg. Co., Zanesville, Ohio, for leave to amend its am application to show substitution for figure I which was originally incorrectly plotted; application is in group 2 of consolidated am proceeding. Action Dec. 19.

■ Pursuant to agreement of counsel at Dec. 21 prehearing conference, scheduled hearing for Feb. 28, 1961 in San Angelo, Tex., tv ch. 3 proceeding. Action Dec. 21.

Petitions for rulemaking

Vincennes U., Vincennes, Ind.—Requests amendment of rules so as to allocate uhf ch. 52 to Vincennes, Ind., and uhf ch. 44 to Princeton, Ind. Ann. Dec. 27.

Ogden City Board of Education Ogden, Utah—Requests amendment of rules so as to reserve ch. 24 in Ogden, Utah for educational tv use. Ann. Dec. 27.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

560 kc

New Corner Brook, Nfld.—1 DA-N unl.

570 kc

CFCB Corner Brook, Nfld.—1 ND unl.

610 kc

CKKL Thompson Townsite, Manitoba—1 ND unl.

1230 kc

CKVD Val D'Or, P.Q.—1kwD/ND unl. (PO: 1230kc 0.25kw ND) O.25kwN.

New Kamloops, B. C.—1kwD/ND unl. 0.25kwN.

1250 kc

New Dartmouth, N.S.—5 DA-1 unl.

Fewer calories same nutrients for woman 65 years

For the maintenance of health and well-being the recommended daily dietary allowances for "Women, 65 years," is lower in calories, yet is the same in essential nutrients as for younger age groups. A moderate reduction in dietary fat reduces the total calories. For those advising women in this age group about their diet, *a basic cereal and milk breakfast* as shown in the chart below merits consideration. Its fat content of 10.9 gm. provides 20 per cent of the total calories. *Thus it is a moderate low-fat breakfast.* As shown in the chart below, it provides for "Women, 65 years," and for younger age groups about one-fourth of the recommended daily dietary allowances of protein, important B vitamins, and essential minerals. The Iowa Breakfast Studies demonstrated that *a well-balanced, moderate low-fat basic cereal and milk breakfast was nutritionally efficient for the young and old alike.*

Recommended Daily Dietary Allowances and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Women, 65 Years (58 kg.—128 lb.)	1800	58 gm.	0.8 gm.	12 mg.	5000 I.U.	1.0 mg.	1.5 mg.	17 mg.	70 mg.
Percentage Contributed by Basic Breakfast	27.9%	36.0%	66.5%	22.5%	11.8%	46.0%	53.3%	43.3%	93.6%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.

Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.

Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS to Robert Jay Leder, vp-director, WOR-AM-TV & KHJ-TV

His 'only ability' turns stations into gushers

At 29, Bob Leder was vice president and general manager of WINS New York and colleagues used to refer to him impishly as the "grandfather of rock 'n' roll."

It is a measure of his adaptability that Mr. Leder has made the transition gracefully to a station operation that may be fairly described as the antithesis of the WINS of the 1950s. In 1956 he was appointed vice president and general manager of WOR New York, known as a "talk" station because of its emphasis on news, public service and "chatter" programs. Today Mr. Leder is vice president and division director of WOR-AM-TV, and of another RKO General outlet, KHJ-TV Los Angeles.

He appreciates his tenure at WINS because his record of accomplishment there won him his initial recognition in the station management field. He recalls that he imported disc jockey Alan Freed to conduct what was then called a "rhythm and blues" program in 1954 under the title of *The Moondog Show*. The title of the program was challenged by another entertainer and, Mr. Leder remembers, the name "rock 'n' roll" was coined jointly by Bob Smith, then WINS program manager, and himself.

WINS' growth during Mr. Leder's stewardship can be illustrated by these statistics: Elroy McCaw bought the station for approximately $450,000 and two years later, in 1956, he was offered a reported $2.5 million for the property. Mr. Leder's achievements at WINS came to the attention of Thomas F. O'Neill, RKO General chairman-president, and Mr. Leder's rock 'n' roll interlude was ended.

Vintage Leder ▪ It comes as a surprise to many of his industry friends that Mr. Leder today is only 35. They reason that he has been involved with radio-television for more than 15 years and has been an executive for more than 10 years: *ipso facto*, he must be older. Then, too, he is self-assured and business-like, and reveals a balding pate and a ruggedly handsome face that is heavily-bearded.

Colleagues attribute his success to his well-rounded experience in advertising, production and sales and to a capacity for delegating authority. Tom O'Neil, his superior, is quoted as having told Mr. Leder jestingly: "The only ability you have is to hire the right people." Mr. Leder himself recognizes that this characterization is an oblique but meaningful compliment: it indicates that he is a "team man" and can select and direct high-quality personnel.

Mr. Leder relates that he was always interested in "communications" and recalls pridefully that as a youngster growing up in his native Brooklyn, he was high school correspondent for the now defunct *Brooklyn Eagle*. Robert Jay Leder was born on July 26, 1925, and attended Brooklyn Technical High School. He enlisted in the U. S. Coast Guard upon graduation in 1942, and served for more than a year as a petty officer attached to a chemical warfare unit. A serious infection resulting from his exposure to chemicals ended Mr. Leder's military career in 1943.

He thereupon enrolled at the Columbia U. extension school to study radio and television broadcasting for two years, and remembers that his first industry acquaintance was Sydney Eiges, now NBC vice president for public information and then an instructor at the school. In 1945, Mr. Leder started his career as a junior account executive at Elliot Adv., New York, and two years later joined Booth-Vicery-Schwinn Adv., New York.

Leder Header ▪ His experience widened the next few years. He worked at WVNJ Newark as a salesman for almost a year in 1948; formed his own tv production company and operated it between 1948-49 and abandoned it, he concedes frankly, because "tv just wasn't profitable for a producer at that time." He joined NBC Spot Sales in late 1949 as an account executive.

He acknowledges he was "dead broke" at the time and remembers warmly that it was the friendly gesture of six industry executives that helped him land the NBC Spot Sales post. He had called "cold" on Henry I. Christal, who suggested he seek out Lloyd George Venard. The chain then extended to George Shupert, Ren Kraft, Tom McFadden and, finally to Jim McConnel, then head of NBC Spot Sales. Mr. Leder refers to them glowingly as "my six-horse parlay."

RKO's Leder
A 'grandfather' at 29

In 1950, Mr. Leder was promoted to eastern sales manager for radio for the unit and in 1951 was appointed national sales manager for radio. In 1952, he shifted to the network's WNBC New York as director of sales and remained there until he joined WINS.

Leder Legerdemain ▪ Mr. Leder points with pride to the fiscal picture at both WOR and WOR-TV. He reports that the radio station will gross more than $6.5 million this year and "earn the largest net profit of any radio station," and claims WOR-TV will net more money than any independent tv outlet in the country. Mr. Leder articulates what Mr. O'Neil indicated when he says: "The success of our stations rests largely with the team I have built up here; some of the people have been with me at other stations. I cannot give enough credit to people like Bob Smith, who is program manager of both WOR and WOR-TV; Burt Lambert, sales manager of WOR-TV; Jacques Biraben, sales manager of WOR, and Martin Fliesler, advertising-promotion director of both stations."

Since early this year, Mr. Leder also has been delegated with overall responsibility for KHJ-TV, and works closely with Malcolm Klein, the station's general manager.

Mr. Leder is a "joiner" and finds this proclivity compatible with WOR's interest in community services. He is chairman of the New York state Conelrad advisory committee to the FCC; deputy director for civilian defense, New York State; a director of the Boys Club of New York and of the WOR Christmas fund; a trustee of Camp Loyalton (for underprivileged boys); on the board of governors of the Radio & Television Executives Society, and former president of the New York State Broadcasters Assn. He is a member of the High Ridge Country Club in Stamford, Conn.; the Mount Mansfield Ski Club and the Lambs Club.

Mr. Leder married the former Diana Betty Oggins in 1947. They live in Stamford with their two daughters—Robin 5 and Beth 2.

Race track jargon comes easily to Mr. Leder. He owns Hunter Farms in upstate New York where he breeds harness horses for eastern tracks.

Breakthrough

ONE of the most significant victories won by broadcast journalism in its long struggle for equality of recognition with the press occurred last week when it was announced that John Kennedy will permit live broadcasting of his Presidential news conferences.

The victory was won by the magnificent performance of television and radio in covering the 1960 political campaigns. Before then it had been clearly established that broadcasting could exert vast influence in the presentation of news. But the 1960 campaign coverage proved it could also command respect for producing responsible journalism, with fairness that was lacking in some members of the press.

It is inevitable that other gains in broadcasting's fight for status will flow from Mr. Kennedy's recognition of the worth of tv and radio. For one thing it now is all but certain that he will be willing to appear in televised debates with his opponent if he runs for re-election in 1964. The trick will be to persuade the opponent to match himself against a President who has had four years of practice in give-and-take before live cameras and microphones.

But meanwhile we foresee benefits to be derived throughout broadcast journalism. If the President of the United States is willing to be questioned regularly before a national television audience, he will be setting an example that lesser officials will find it hard to ignore. The resistance that many politicians and political bodies have shown to live coverage ought to be considerably weakened.

There remains one progressive step to be taken by Mr. Kennedy and his official family. The title of his press secretary ought to be changed to news secretary and his press conferences officially renamed news conferences.

The Landis blast

THE FCC, along with other independent agencies, is headed for reorganization either through legislative action or by executive branch reorientation that will amount to the same thing. This is the inevitable conclusion that must be drawn from the atomic report detonated last week by Dean Landis and promptly blessed by President-elect Kennedy.

Even if Congress, jealous of its jurisdiction over its independent agency "creatures," doesn't accede to legislative reorganization, the new President can achieve executive control through implementation of the Landis proposal that a "czar" in the person of an assistant to the president be named with "oversight" of the regulatory agencies. This appointment the President can make as a matter of right. No chairman or member of an independent agency would deign to ignore his authority, as a practical matter. And that man most likely will be Dean Landis.

There were few real surprises in the report. Dean Landis had telegraphed most of his views in previous writings and in testimony before Congress. His qualifications for the White House "oversight" post would be hard to challenge. He has served on three of the independent agencies and has been dean of the Harvard Law School. The job is tailored for him.

The report, despite certain conflicts and contradictions, is a masterful concoction of good ideas and justified criticisms, along with exaggerated and overplayed conclusions and dangerous recommendations. It would expand rather than contract bureaucracy by superimposing new levels of regulators at the White House over existing regulatory agencies. The agencies would be caught between the conflicting jurisdictions of the legislative and the executive branches and the burden would be borne by the already over-regulated private entities.

The FCC, as it has for several years, again takes it on the chin. It is true, for example, that the FCC has been too subservient to the mouthings of subcommittees of Congress and of individual congressmen. Because of this, an FCC majority is plunging head-long into program control, expressly forbidden in the law.

On the other hand, it isn't true, as Dean Landis charges, that the FCC has "drifted, vacillated and stalled in almost every major area." This is lilting rhetoric, but it lacks substance and, like other passages dealing with the FCC and the FTC, is loaded with generalities. The FCC's big job in 1952 was to get television under way. It provided a competitive nationwide tv system—the first in the world and the best.

The most glaring contradiction in the report is the criticism of White House influence over independent agency actions. One of the prime objectives of the House Legislative Oversight Committee investigations was to ferret out instances of executive branch control of these agencies. Yet the Landis report proposes, formally, two additional layers of White House supervision over these same agencies.

The suggestions for strong leadership, advance planning, longer tenures to attract dedicated public servants and entertainment allowances for administrative heads are all laudable. The difficulty is that better men won't be attracted if the jobs are made even more tenuous because of conflicts of jurisdiction between the legislative and the executive branches.

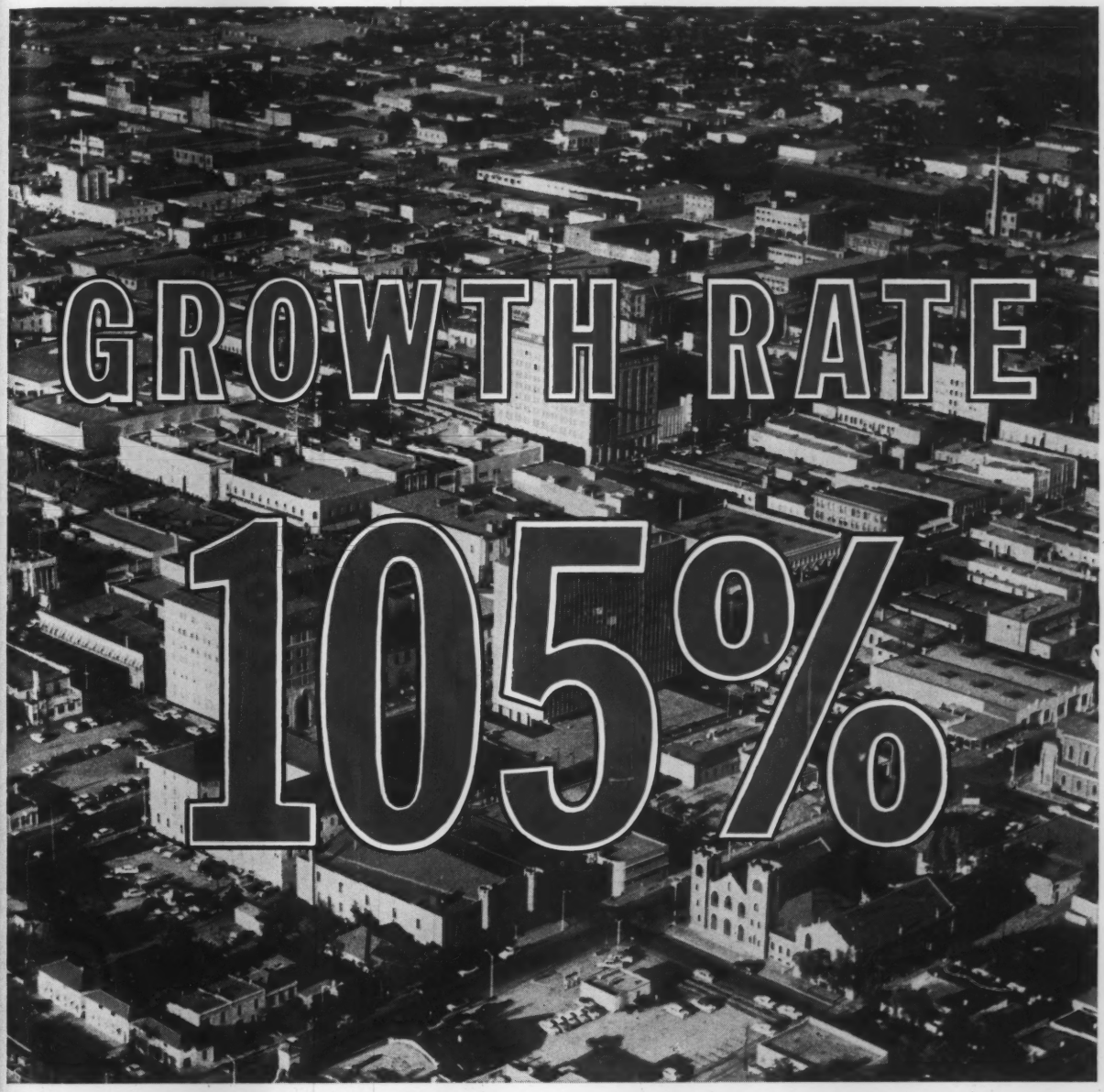
When the smoke clears there should be some rationalization of the Landis report. Congress won't easily relinquish its controls over the independent agencies. But for the first time in years the Democrats are in control up town and down town.

The solution may be found in the appointment of members of the reorganized agencies on a lifetime basis, as are federal judges. If that is done the President will be as careful in his selections as he is of judicial appointments. And the appropriate committees of Congress will exercise utmost caution in considering nominees in confirmation proceedings.

Drawn for BROADCASTING by Sid Hix

"Well, I'll be damned. Orange juice!"

THIS IS ALBUQUERQUE



Ten years ago, Albuquerque, New Mexico, was not included among the nation's top 100 cities in population.

Now, the 1960 Census shows that Albuquerque has more than doubled in population in the last 10 years and ranks as the nation's 60th largest city!

These figures confirm what many people have realized for some time: that fast-growing Albuquerque is a major market . . . a billion-dollar market no advertiser can afford to ignore.

And these people also know that KOB-TV dominates the exploding Albuquerque market—in ratings and in homes delivered. It's your *best* buy in atomic Albuquerque.

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4